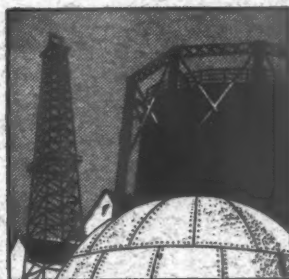


# AMERICAN GAS ASSOCIATION MONTHLY



Hoover  
Hears Gas  
Plans for 1930

▲

Modernism  
Marks 1929 Growth  
of Gas Industry

ALEXANDER FORWARD

▲

In Memoriam  
George G. Ramsdell

Gas Gains Popularity  
as the  
Ideal Fuel

B. J. MULLANEY

Three-  
to Five-Year  
Program Promotes  
Gas Progress

GEO. B. CORTELYOU

▲

Advertising Necessary  
Aid to Modern Gas Sales

▲

Oklahoma Franchise  
Law Annulled

EDWARD F. MCKAY



*January, 1930*

# Happy New Year!

## EDITORIAL

WITH this issue, the AMERICAN GAS ASSOCIATION MONTHLY reaches you in brand new "bib and tucker," and bids all of its friends "A Happy New Year."

For a long while those in charge of the MONTHLY have been aware of the extent and growth of standardization in the general make-up of most magazines. They understood fully the advantages to be derived from the adoption of larger-sized pages, on which this issue is printed for the first time.

However, the advisability of greatly altering its appearance was seriously considered; the Advisory Committee hesitated to abandon the old for the new, and did not reach a final decision to make the change until the former proportions became so clumsy that they interfered with the MONTHLY'S development.

Activities of the Association have grown by leaps and bounds in the

past few years, and today it is impossible to cover them adequately in the MONTHLY which was designed ten years ago.

In order to take care of the ever-growing demands upon our magazine space, only two avenues were practicable: One was by adding more pages to the old style and the other was by increasing the page size.

When the Advisory Committee in charge of the MONTHLY recommended that the page size be increased, it was approved by the Managing Committee of the Publicity and Advertising Section, and by the Executive Board.

In making this change, it was borne in mind that it probably was a bad policy to alter the appearance of the magazine, for so many readers had been accustomed to its old format. However, arguments in favor of the enlarged page size seemed to be so many that it was agreed this was the most advisable thing to do.





# AMERICAN GAS ASSOCIATION MONTHLY

Allyn B. Tunis, Editor

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Volume XII

JANUARY, 1930

Number 1

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The Association does not hold itself responsible for statements and opinions contained in papers and discussions appearing herein.

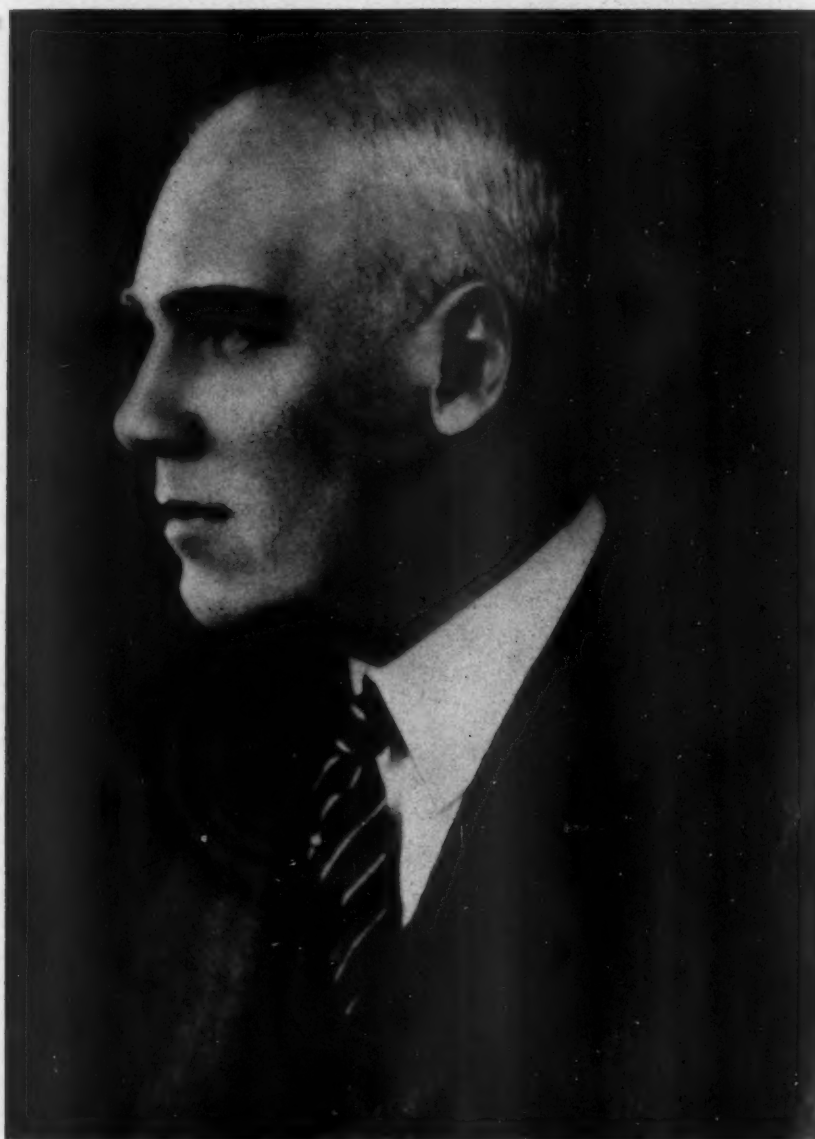
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# Our Own Who's Who



LVI

## JOHN E. ZIMMERMANN

**JOHN E. ZIMMERMANN**, President of The United Gas Improvement Company, was elected to that office eleven months ago. He also is chairman of the Executive Committee.

Mr. Zimmermann, who is fifty-five years old, has been prominent in Philadelphia engineering circles since 1899, when he entered the employ of the American Pulley Company as superintendent of manufacture and later as secretary. After serving with that company for eight years he became associated with Charles Day in the engineering and construction firm of Day & Zimmermann, Incorporated, of which he was president for a number of years. Day & Zimmermann, Incorporated, is a U. G. I. subsidiary. He was elected a member of the Executive Committee of The United Gas Improvement Company on November 14, 1928, and on December 4, 1928, he was chosen chairman of that body, thus becoming the chief executive officer of the company

during a leave of absence granted Arthur W. Thompson, president. Mr. Thompson subsequently resigned.

Although Mr. Zimmermann actively participated in the construction work of Day & Zimmermann, probably his most valuable contribution to the company's success, and the one for which he is best known in the business world, was his work in the reorganization and management of public utilities. This branch of Day & Zimmermann's activities was under his personal direction until a short time ago, when he resigned the presidency.

Mr. Zimmermann is chairman of the Executive Committee and of the Board of Directors of The Philadelphia Electric Company, and chairman of the Boards of Directors of The Philadelphia Electric Power Company and The Susquehanna Power Company. He is a director of the following companies and banking institutions:

Public Service Corporation of New Jersey and subsidiaries, Connecticut Light & Power Company, Day & Zimmermann, Inc. and subsidiaries, United Engineers & Constructors Inc. and subsidiaries, Pennsylvania Company for Insurance on Lives and Granting Annuities, First National Bank, Germantown Trust Company, Giant Portland Cement Company, Interborough Rapid Transit Company, New York; American Pulley Company, Atlantic and Pacific International Corporation, De Long Hook & Eye Company, L. F. Grammes & Sons, Inc., Liberty Mutual Insurance Company, and the Ploche Mines Consolidated, Inc. He is also a director of the Orthopaedic and Chestnut Hill Hospitals, Philadelphia.

Mr. Zimmermann graduated from the National College of Buenos Aires (1894) and studied engineering at the University of Buenos Aires and University of Pennsylvania.

# AMERICAN GAS ASSOCIATION MONTHLY

VOLUME XII

JANUARY, 1930

NUMBER 1



B. J. Mullaney

**E**XPANSION into new fields of usefulness and a most extensive development of existing markets has marked the year 1929 in the gas industry of the United States. The indications for the year, 1930, are that this growth will continue during the new year in about the same ratio as that of the year just closing. This anticipated growth is predicated upon the new trends and changing conditions, such as the increase of large-volume industrial use of gas, accelerated use of gas for additional domestic purposes, including central house heating and refrigeration. Expansion is further stimulated by the growing popular recognition of the superior advantages of gaseous fuel, and by the continuous program of research, conducted by the American Gas Association, that is developing new uses and greater efficiencies and economies in methods of utilization.

## Gas Gains Popularity As the Ideal Fuel

By B. J. MULLANEY

President, American Gas Association

In 1928 the combined revenues of the manufactured and natural gas industry aggregated \$875,000,000, an increase of nearly 8 per cent over the preceding year. At the close of 1929 the combined revenues of the industry mounted to \$950,000,000, a gain of nearly 9 per cent. At the close of 1928 the industry's customers numbered 16,000,000, a gain of more than 500,000. As we enter the year 1930, the gas industry has a clientele of upwards of 17,000,000, a gain of almost 1,000,000 customers. To the service of these customers is dedicated an investment of approximately \$4,750,000,000. During the coming year the industry will, according to our recent estimates prepared for the business conference called by President Hoover, expend in the neighborhood of \$425,000,000 in the construction of additional facilities for enlarged service, and another \$50,000,000 for the maintenance of existing service facilities.

The financial position of the industry is generally conceded to be excellent. A summary of the financial status recently prepared by one of the leading investment banking houses, estimates for the coming year that the production of gas, both manufactured and natural, will exceed 2,000,000,000 cubic feet, that the total investment in the industry will cross the \$5,000,000,000 mark and that revenues from the sale of both manufactured and natural gas will more nearly approach a \$1,000,000,000 total.

Gas industry growth, while unspectacular, has been marked and

steady for upwards of twenty years. In the last four years, and 1928 has outstripped all previous years, tremendous strides have been made in the efficiency and economy of transporting gas. The tensile strength of pipe has been increased to withstand the high pressures; methods of preventing its rusting and deterioration have been devised which extend the life of this equipment materially; efficiencies and economies have been introduced into every department of its production, transportation and distribution, resulting in a much different estimate of the industry and the value and the perpetuity of the service it renders, than has ever before obtained.

In consequence of these advances, particularly in the natural gas branch of the industry, the past few years have witnessed remarkable activity in the building of long trunk lines for the transmission of gas, mostly in the Southwest and West. This activity has been attended by the development of great producing areas containing vast reserves, which coupled with large increases in production, is making the transmission of natural gas to even greater distances than it is now propelled economically practicable.

The great Monroe and Richland Parish gas fields in Louisiana, the "Panhandle" and numerous other prolific producing areas in Texas, and in California, the Kettleman Hills and other big fields, offer to the people, even those hundreds of miles distant,

(Continued on page 42)

## Gas Banishing England's Smoke Screen



*As Visualized by the London Times*

# Modernism Marks 1929 Growth of Gas Industry

By ALEXANDER FORWARD

Managing Director, American Gas Association

**M**ODERNISM" has marked the development of the American gas industry of the past few years, and particularly was this true of the year 1929. Through the vigorous pursuance of its program of research, under the leadership of the American Gas Association, the industry has dissipated many of the popular notions of hazards of the business and developed in their stead many new uses for gas fuel in industry and the homes of the Nation.

This trend to modernity is evidenced by the hundreds of domestic appliances, dressed in the latest styles and colors, to match any scheme of household decoration as well as to render a more efficient degree of utilitarian service; in the adaptation of gas to scores of new industrial, commercial and domestic uses, revolutionizing the ceramic industry, brass melting, baking, refrigeration, central heating and hotel cooking; the testing of upwards of 15,000 appliances in the laboratory of the Association at Cleveland, in the interest of the protection of the public and the industry against faulty and inefficient gas burning appliances; the modernization of scores of manufactured gas plants and the extension of hundreds of miles of great pipe line systems bringing natural gas from the enormously productive areas of the Southwest and West to hundreds of communities that never have heretofore enjoyed the convenience of this fuel.

The year 1929 will mark an unprecedented advance in all divisions of the industry. Although sales of gas for domestic purposes other than house-heating showed a normal increase of somewhat more than 4 per cent, the use of gas for household-heating purposes registered an increase of over 50 per cent, while the consumption of gas for industrial commercial purposes, such as factories, hotels, restaurants, etc., was nearly 12 per cent above 1928 figures.

Preliminary estimates of sales by manufactured gas companies in 1929 indicate an 8 per cent increase over 1928, putting sales at a record high figure of 535,000,000,000 cubic feet,



Alexander Forward

according to the Statistical Department of the American Gas Association.

Classified sales of manufactured gas for the year were as follows: 340,000,000,000 cubic feet for domestic purposes, 27,000,000,000 cubic feet for househeating, 165,000,000,000 cubic feet for industrial-commercial purposes and 3,000,000,000 cubic feet for miscellaneous uses, a total of 535,000,000,000 cubic feet as against a total of 494,000,000,000 cubic feet in 1928, an overall increase of 8.1 per cent.

Gas service in the manufactured gas branch of the industry was extended to 360,000 new customers during 1929, bringing the total number of customers to 12,200,000 at the close of the year.

Last year witnessed a pronounced in-

crease in the quantities of coke oven gas produced by the utilities themselves, output rising from 39,000,000,000 cubic feet in 1928 to 50,000,000,000 cubic feet in 1929, a gain of 28 per cent. Even more striking was the increase of 30 per cent in the quantity of coke oven gas purchased from coke and steel companies for distribution by the utilities, amounting to 126,000,000,000 cubic feet during 1929.

Growth in the natural gas industry, according to preliminary estimates, indicates production of 1,890,000,000,000 cubic feet in 1929 as against 1,568,000,000,000 cubic feet in 1928, an increase of 20.5 per cent. This branch of the industry increased its gross operating revenues in 1929 to \$450,000,000, an increase of 23.6 per cent over 1928 which showed gross operating revenues of \$364,000,000.

It is not expected that natural gas will be substituted for manufactured gas in the East, because of the large supply which would be required for such a move and because it would necessitate scrapping efficient by-product gas plants. It is expected that this natural gas will be used by large industrial consumers who have a particular need for the high heat content of this type of gas and that it will also be purchased by manufactured gas utilities to enrich their own manufactured product. Mixed natural and manufactured gas is now generally considered to be the most economical way to distribute both products as it reduces the expense of manufacturing gas and provides for a financial return on the sale of the natural gas more in line with its high heat content than when

(Continued on page 42)

## Passed By the Executive Board At Its Meeting On November 20, 1929

**RESOLVED**, That it is the opinion of the Board of Directors of the American Gas Association that the use of arbitration in the settlement of business controversies will be of benefit to our members and to our industry, and

**BE IT FURTHER RESOLVED**, That the Managing Director is authorized to cooperate with the American Arbitration Association in making available to our members and persons with whom they transact business, arbitration facilities within our trade body and generally wherever our members reside.

# Three- to Five-Year Program Promotes Gas Progress

By GEORGE B. CORTELYOU

President, Consolidated Gas Company of New York



George B. Cortelyou

STATISTICS of the gas business of this country for 1929 indicate that there have been continued growth and expansion, accompanied by the stability which has always been

an outstanding characteristic of this industry. Aided by sound financing, intelligent research, modern sales methods, and good public relations, the gas utilities have expanded their service by making another new record in output and sales. These companies enter 1930 with a confidence based not only on a long-continued record of service, but also because of the quickening public appreciation of that service which has been created by scientific planning and a high degree of enterprising salesmanship.

The progress of the gas business to date as well as its future prospects are not the result of chance. In addition to the notable achievements of individuals in operating companies, I would like to emphasize the substantial contributions which are the direct result of cooperation between the various departments and interests of the industry through their common medium, the American Gas Association. We owe much of our present success to this energetic and effective leadership, which is particularly well illustrated by the Three- to Five-Year Program of the Association, unanimously adopted three years ago.

The business of the gas companies is the business of service. The users of gas are the entire public, wherever the service is available, and the contract between them is both intimate and continual. The Three- to Five-Year Program was planned with that fundamental fact in mind, and therefore no

analysis of its results can be made without considering the industry in the light of an important and willing public servant, whose progress must be measured in terms of good service to the individual, to the community, and even to other fields of industry.

An important feature of the program is concerned with research, not confined to the laboratory, but extended over all aspects of our business for the improvement of the service and its broader usefulness, the resulting economies of which can be shared by all alike. It is no exaggeration to say that all utilities today give as good service as they can within their natural limitations or those that are set for them. That they are not content with this merely is evident from the scope of the research programs now actively under way, which range from studies of marketing and utilization to the more technical subjects of coal carbonization and long distance piping of gas. If the Three- to Five-Year Program does nothing else, it will have been worth while, because it has stimulated important and fundamental scientific research that will eventually open entirely new fields for the application of gas.

Closely allied with the problem of research is the work of the American Gas Association Testing Laboratory at Cleveland. The Three- to Five-Year Program places emphasis on this activity and asks for continued support and cooperation for this work that is wholly in the interest of improved public service.

Although regarded as natural monopolies, public utility companies generally and gas companies particularly have reached the point where their major prospects for future expansion must lie in increased use of their services and commodities by existing customers.

The program recognizes the importance of selling methods and of all

sales activities, as shown in the following quotation:

"That intensive efforts be made to secure cooperation within the gas industry and with all practicable enterprises and activities outside the industry, to improve selling methods, to stimulate selling efforts to enlarge understanding and appreciation of gas service, with special emphasis upon conservation and expansion of the domestic load, upon water heating and house heating as additions to the domestic load, and upon large volume use of gas in commercial and industrial enterprise."

The problem of advertising as dealt with in the program was an important adjunct of sales efforts. There is now increased interest in all phases of advertising, one manifestation of this being the cooperative advertising on a regional basis that is being conducted successfully in New England and on the Pacific Coast, and is contemplated in other sections. It is evident that we must inform the public about our services, and there is no better method of doing this than by advertising. It is gratifying to note that the growth of business in 1929 has been accompanied by a growth of understanding and a keener interest in our business on the part of the public. This informed public viewpoint is quite as important as the immediate increase in business, and its development will have a most stimulating influence during 1930.

The Three- to Five-Year Program is a concrete manifestation of the scientific and business-like manner in which the gas industry attacks its problems and lays the foundations for the future. It will not be possible to write a complete or final report of the effect of this program because we are constantly planning for the future. Nevertheless we should watch its progress as that of an industry which is utilizing every known means to provide for future expansion along sound economic lines.

The program has already demon-

(Continued on page 42)

## Gas Service in Queens

By JAMES M. CONNOLLY

The Brooklyn Union Gas Company



*Jamaica Branch of  
Brooklyn Union Gas Co.*



*Display of  
Modern Gas Appliances*



*This office  
is a Reception Room*

SEVENTEEN years ago residents of Jamaica and adjacent neighborhoods paid their gas bills and brought their problems to a little building on One Hundred and Sixty-second Street, near Jamaica Avenue. There the Gas Company business office shared a building with other tenants.

Changed indeed was the scene on December 9, last, when The Brooklyn Union Gas Company opened for a week of public inspection its newly remodeled Jamaica branch on the site of the old office, but occupying considerable more space.

The Jamaica branch now occupies the entire building which has been considerably expanded since the inception of the office seventeen years ago. At that time the establishment was regarded as the last word in modern gas offices. The new branch is so far superior to the old office that one wonders what residents of Jamaica in 1912 would have thought of the present branch.

### QUEENS GROWING RAPIDLY

The continual expansion and the modern decorative treatment of the Jamaica office have been necessitated by the growth of Queens County, and especially the Fourth Ward which territory the office serves. Ever since the termination of the World War the population of Queens, has been increasing tremendously. It is at the

present time the fastest growing county in New York City.

### GROWTH CONTINUES

The growth of Queens, however, is continuing and will continue for many years to come. Aware of this The Brooklyn Union Gas Company is endeavoring to provide facilities which in every way will be able to cope with the increasing population and the attendant increasing demands for gas consumption.

The display of gas appliances is located in the front part of the first floor. Included among the displays are the most modern appliances for cooking, water heating and room heating. The operations of these appliances are carefully explained to visitors by a staff versed in the workings of the various parts of the appliances.

In the center of the room are located the desks of the Customers' Service Division. Here the public may bring its problems. Here visitors receive courteous attention. The company's representatives politely listen to what each one has to say and work out a solution. While waiting, consumers may rest on lounges which are located in the center of the room.

### MODEL KITCHEN

In the rear is the auditorium and stage. The former seats about three hundred persons. The stage has been constructed as a model kitchen, with the various modern gas appliances. Demonstrations are given here by members of the Home Service Division who help out the housewife by showing her how to prepare interesting menus in simple ways.

### MAKE VISITORS WELCOME

The layout of this first floor adds considerably to the impression made upon the visitor. Instead of barricaded desks and confusion, everything in the office is easily seen by the consumer who is visiting there. He has his problem solved and secures the information he needs, receiving all in a courteous manner. The manager of this Branch is O. C. Woller.

The lighting system throughout the entire three floors of the building is excellent, windows being located on all sides. This is especially true in that part of the second floor, which is given over as a rest room for the

(Continued on page 42)

## Industrial Gas Featured at Power Show

By E. D. MILENER

Probably no exhibition of mechanical equipment draws so many engineers, plant managers and executives as the Power Show held yearly in the Grand Central Palace, New York City.

The increasingly important part industrial gas is playing in factory-heating operations is yearly depicted to these key men of industry by an outstanding exhibit of up-to-date gas equipment. The gas exhibit shown last month was the equal of that shown by any other industry and was sponsored by the American Gas Association and the gas companies operating in the New York metropolitan district.

All gas appliances were in actual operation and many articles used throughout the country and produced by the aid of industrial gas were shown.

A feature of the exhibit, which was planned by a committee headed by A. M. Apmann, was a complete working model of the water-gas plant of the Brooklyn Borough Gas Company.



# Hoover Hears Gas Plans for 1930



*B. J. Mullaney, President, Alexander Forward, Managing Director, and other officials of the American Gas Association may be seen in the above group of Utility Officials.*

WHEN public utility executives conferred with President Hoover at Washington, they told him that they had a construction and maintenance program of nearly \$2,000,000,000 for the coming year, and, it is interesting to note, of this sum approximately \$475,000,000 will be spent by the gas industry alone.

This information was furnished by the American Gas Association's Statistical Department, and was presented at the White House by B. J. Mullaney, President of the American Gas Association, and Vice-President of The Peoples Gas Light and Coke Company, Chicago.

In announcing these expenditures for construction by the manufactured and natural gas industry of the United States during 1930, Mr. Mullaney said that \$425,000,000 would be involved, which is an increase of about 6 per cent over corresponding expenditures in the year just ended.

Furthermore, Mr. Mullaney explained, an additional \$50,000,000 will be expended to maintain existing service facilities, bringing the grand total to be spent in extension, betterment and maintenance to the sum of \$475,000,000.

Mr. Mullaney told the President's Conference:

"The construction estimate is based primarily upon budget provisions al-

ready formulated for 1930 by companies representing the major part of gas production and distribution in the United States. The conclusions thus indicated have been checked against the factual experience of the industry for many years, as well as against current observation and information, and have been correspondingly strengthened.

"Gas industry growth, while unspectacular, has been marked and steady for upwards of twenty years. The latter part of the period has been its time of most rapid gain. Complete statistical reports for nine months, and covering upwards of 85 per cent of the output, indicate that the total output for 1929 should be about nine per cent ahead of the 1928 total.

"Construction programs have to anticipate this growth, as well as provide for the consequences of new trends and changing conditions, such as more and more large-volume industrial use of gas; accelerated use for additional domestic purposes, including house heating; increased density of population and use where large apartment houses supplant single-family dwellings. Expansion is further stimulated by the growing popular recognition of gaseous fuel advantages and by the research that develops better utilization.

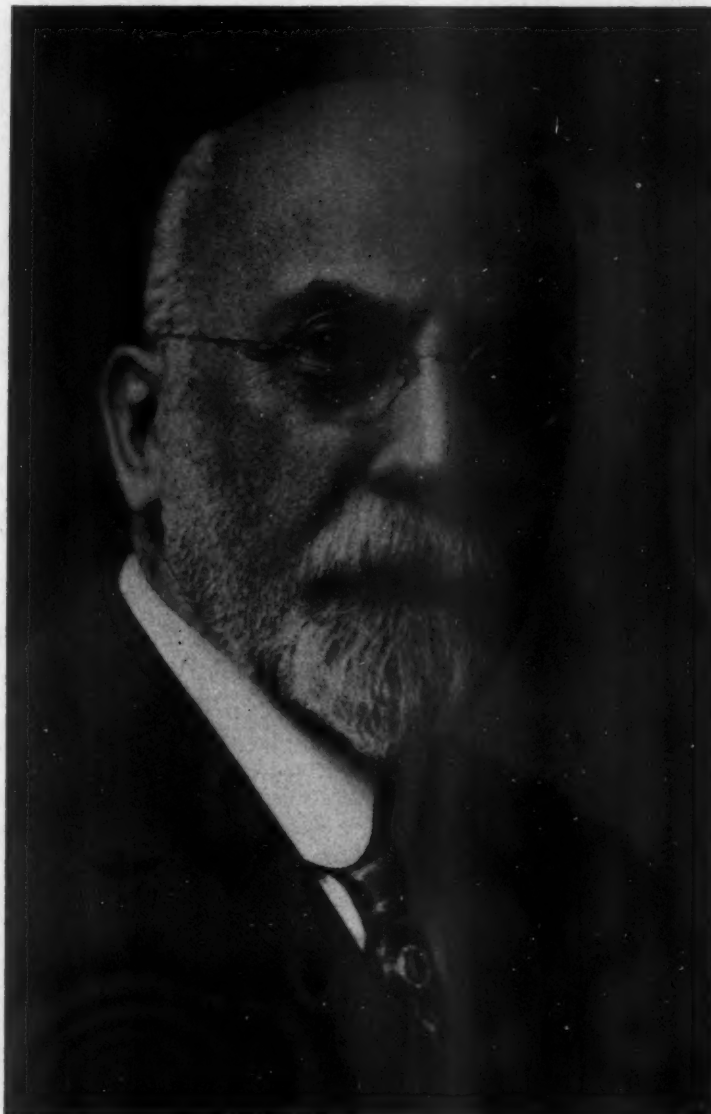
"In the natural gas branch of the

industry, the existence of vast known reserves, coupled with large increases in production, is making long-distance transmission economically practicable to a degree not anticipated a few years ago. Development along this line will undoubtedly continue for many years.

"These and collateral facts, trends and factors have been coordinated with obvious necessities in estimating the construction requirements of the industry for 1930. The net results, as summed up in the first sentence of this statement, have been reviewed by officers of the larger gas producing and distributing companies, assembled for that purpose at A. G. A. Headquarters in New York yesterday, and have been approved as a reasonable forecast.

"The customer contacts and day-to-day experiences of the companies represented in the conference reflect no disturbing change in business conditions or trends. They suggest no reason at this time for curtailing the contemplated expenditures for the construction and extension of gas service facilities. On the contrary, it is conceivable that cheaper money, as predicted by many forecasters in economics, might accelerate construction especially on the natural gas side of the industry."

(Continued on page 42)



GEORGE GOULD RAMSDELL

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*Born April 30, 1848*

*Died December 27, 1929*

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## Grand Old Man of Gas Industry Passes to the Immortal Reward

THE passing of George G. Ramsdell, for the past ten years the senior member of the headquarters staff of the American Gas Association, marks the passing of another one from the thinning ranks of those who have seen the evolution that has taken place in the gas industry of the past fifty years; who have witnessed the growth of the business from that of isolated plants serving scattered cities and hamlets to the great systems of today, many serving hundreds of cities and villages; who have seen its abandonment of what then seemed its chief right to existence—gas lighting, in favor of the electric bulb—and turn its activities to the great domestic, industrial and commercial fuel field in which it has made such impressive progress of recent years; who have seen its growth from the crudities and uncertainties of its earlier days and its rehabilitation in the garments of scientific research, modern sales methods and sound financial structure; who have noted its progress from the days of the misunderstood "gas house trier" to these days of the much-appreciated gas-servant in the home and industry, and uniform courtesy and consideration.

Indeed it has been a wonderful panorama of progress which our friend and late co-worker, George Ramsdell and many of those whom he was fond of referring to as the "Old Guard of the Gas Industry" have had the pleasure and the satisfaction of witnessing, since he dedicated his life to its service more than three score and six years ago. Throughout all of his illustrious career his faith in the industry was never the least bit shaken, nor did he waiver when as a pioneer he approached what, at the time, seemed to be insurmountable obstacles. Ahead, always ahead, with a courage born of his convictions, with charity for those less tolerant, with an evenness of temper and sweetness of character he pursued his course, faithfully, diligently giving of himself and his talent in whatever direction duty or oppor-

tunity seemed to direct. In such a manner another of the pioneers, who have fashioned with their hands, who have conceived in their heads and given of their hearts to our industry without stint or measure, in truth the very fullness of their lives, has passed into the realm of immortality.

### OBITUARY

GEORGE G. RAMSDSELL, 81, one of the pioneers of the American gas industry, died at his home, 57 85th St., Jackson Heights, Brooklyn, N. Y., at 6:00 a.m., Friday, December 27, 1929, after a brief illness with pneumonia.

Funeral services were held Sunday, December 29, at 2:30 p.m., at the Fourth Presbyterian Church, 91st Street and West End Avenue, Manhattan, of which he was an elder for many years. The remains were then taken to Vincennes, Indiana, his old home, where interment was made Tuesday, December 31.

Mr. Ramsdell was born in Providence, R. I., April 30, 1848. He completed the course at Vincennes University in 1863. Following his graduation he undertook to organize a company to heat Vincennes from a central plant. Officials of the Citizens Gas Company became interested in the project resulting in his appointment as manager and treasurer of that company in 1877. He held this position until 1890 when he became general manager of the American Gas Company, Philadelphia, Pa. In 1905 he became president of the Ramsdell Inverted Gas Lamp Company. In 1880 he brought to this country a seventeen horse-power gas engine, the first large gas engine to be brought into the United States.

He contributed to the industry the use of many other then novel ideas and instrumentalities for the development of the gas business which have since become commonplace practices and factors of same.

He was elected secretary of the Society of Gas Lighting in 1904, celebrating the twenty-fifth anniversary of his incumbency in this capacity last October when a group of leaders of

the industry tended him a testimonial dinner.

He was one of the first directors of the American Gas Institute organized in 1906, and was elected secretary of the Institute in 1911, being the third and last secretary of this organization and serving until its amalgamation with the American Gas Association in 1919.

He was president of the Western Gas Association, 1889; president, American Gas Light Association, 1889; honorary member of the Ohio and French Associations and in 1900 attended the International Gas Congress at Paris.

At the time of his death, Mr. Ramsdell was the senior member of the Headquarters Staff of the American Gas Association, New York City, with which organization he had been identified since its formation. He had served the Association faithfully as librarian, director of the employment bureau and editor of the Bulletin of Abstracts and the Rate List.

He is survived by two daughters, Mrs. Donald McDonald, New York City, and Mrs. Irving B. Easton, Yonkers, New York; two granddaughters, and four great grandchildren.

### Leaders of Industry Pay Tribute to Mr. Ramsdell

AMONG the many messages of sympathy and condolence that have been received following Mr. Ramsdell's death are the following from the President and the Past Presidents of the Association:

Mr. Ramsdell's repeated election and re-election to office in the organizations of the gas industry, testify to the esteem and confidence in which he was held by his fellow men. His constructive, loyal work was greatly appreciated and will be much missed at Association Headquarters.

B. J. MULLANEY

President American Gas Association

In the pioneer days of the gas industry Mr. Ramsdell contributed a number of original ideas which have since been adopted as common practice. To his early and active experience is due in substantial measure the successful work carried on in later years by several of our organizations. His long association with the gas industry was marked by an unflagging devotion to its welfare, an earnest attempt to raise its standards and ideals, and a constant effort

(Continued on page 41)

Mr. D. D. Barnum, of Boston, is abroad at this time, hence it was impossible to advise him of Mr. Ramsdell's death.

## Conference Utility Association Secretaries Holds Eighth Annual Meeting in Chicago

SECRETARIES of national, state and district utility associations met at the Drake Hotel in Chicago for their eighth annual conference, December 2, 3 and 4. The program touched on many phases of association work and the meetings were ably conducted by the president, O. A. Weller, of the Colorado Utilities Association, to promote active discussions.

The American Gas Association was well represented by its president, B. J. Mullaney, who addressed the conference on "American Gas Association and its Affiliated Associations," and by Managing Director Alexander Forward and Secretary Kurwin R. Boyes.

Among the themes thoroughly discussed were "The Relative Values of an Annual Convention as Compared to Committee or Sectional Meetings," "Entertainment for Conventions and Conferences," "The Relationship of Information Bureau Work with the Utility Association" and "Service to the Membership Through an Association Journal."

Representatives of the three national associations outlined their cooperative efforts with the state and district organizations. The program brought out many helpful suggestions which undoubtedly will be applied by the secretaries in their work during the year.

The Entertainment Committee, consisting of T. C. Polk, and John N. Cadby, did its duty beyond reproach even by a body of highly critical association workers. On the first day of the conference the members were the guests of the Byllesby Engineering and Management Corporation at a luncheon following which W. J. Hagena, of that organization, gave an inspiring and informative address urging greater efforts to better inform the public on utilities. The following day the Commonwealth Edison Company was the host at a luncheon at which a speaker outlined the tentative plans for the Chicago Exposition to be held in 1932. The delegates were the guests of the Great Lakes Division of the N. E. L. A. one evening at the International Live Stock Exposition

where they saw a horse and cattle show.

At an election of officers Harold A. Buch was named president and John W. Lapham, secretary, for the ensuing year. Cleveland was picked for the 1930 conference to be held on December 1 and 2. Following the selection of Cleveland as the meeting place an invitation was extended by the American Gas Association to hold the sessions at its testing laboratory located in that city.

### New Duplicator Now on Market

ACCORDING to announcement made by the Accounting Section Committee on Development of Accounting Systems and Office Labor-Saving Devices, a new type of duplicating machine manufactured and sold by Gestetner Duplicator Corporation, of Newark, N. J., with branches established throughout the world, recently has been placed on the American market. The machine, illustrated below, is used with a dry stencil to reproduce circular letters, accounting forms, plans, and all kinds of quantity printed matter.



New Duplicator

The feed board of the machine accommodates five hundred sheets of paper. The sheets are counted as they pass through the machine and when the requisite quantity has been printed the machine automatically stops and the electric motor

is cut off. Forty to one hundred copies per minute can be printed and the speed of the machine can be regulated to suit the various types of reproduction required.

The stencils are white, which makes for ready visibility of typewritten work. By a special process, photographic and art work can also be reproduced. A variety of colors can be used, which is a desirable feature for the printing of sales letters, booklets, and the like.

The inking of the machine is a clean and simple operation and special attention has been given in its construction to assure uniform ink distribution. The main cylinder is re-inked automatically for every copy printed. When colors are used, about five minutes are required to change from one color ink to another. With certain limits two colors can be printed at the same operation.

Two standard sizes of the machine are manufactured, one for correspondence work and the other for conditions requiring a larger printing surface. The larger machine has a printing capacity of  $12\frac{1}{2}'' \times 16\frac{1}{2}''$ , and can be used advantageously in the public utility field for the preparation of time voucher forms, work sheets, and similar internal forms.

The Committee has experimented with the machine for the reproduction of circular letters and various types of forms and the results obtained have been quite satisfactory.

### Southern Conference to Meet in June

After careful consideration, at a meeting held recently in Atlanta, the Southern Regional Gas Sales Council which has charge of the arrangements for the annual Regional Sales Conference decided to postpone the third conference until June.

Decision to postpone the conference from its usual time in January was made because so many of the southern companies which have taken an active part in previous conferences are intensively engaged in the work of transferring their properties from a manufactured to a natural gas basis.

All companies represented on the Council confirmed the value of the annual conferences in stimulating sales promotion activities and promised full participation in the conference which it is planned to hold the latter part of June.

### GAS LEAK THRILLS BOSTON

Escaping illuminating gas caused considerable of a scare in Boston City Hall recently. The fumes were traced through the elevator wells to the basement and the emergency crew of the Boston Consolidated Gas Company found a leak in the main in Court Square. The gas did not penetrate to many of the departmental desks, and the drafts in the corridors kept it from being harmful.

# Oklahoma Franchise Law Annulled

By EDW. F. MCKAY

Manager, Oklahoma Utilities Association



E. F. McKay

ON December 10, the Supreme Court of Oklahoma denied a petition for rehearing in the case of the City of Okmulgee vs. Okmulgee Gas company and the Oklahoma Natural Gas corpora-

tion, and with this ruling the famous indeterminate franchise law of Oklahoma, known as the revocable permit measure, adopted by the Legislature and signed by Governor M. E. Trapp in 1925, became a "lost cause." The decision of the court was handed down on November 5, eight justices concurring and one dissenting.

Thus was defeated, by the highest court of the state, a measure which had attracted attention throughout the nation and was credited by its sponsors with having contributed in a major way to the wonderful gas and electric utility expansion in Oklahoma during the past four years. Due to the greater facility of financing utility projects, gas pipeline and electric high-line mileage in Oklahoma had doubled since the franchise act of 1925 became effective.

The annulling of the law voided 274 permits and threw the companies holding the same back upon their original franchise rights. In a number of instances the franchise had expired while the law was in effect. In these cases the companies are using the

streets by sufferance and must secure franchise authority as early as possible. Some attorneys are of the opinion that the situation presents a Federal question, but there is no evidence as yet of an intent to secure a federal expression on the issue.

Under the Oklahoma law electric, gas or water companies holding a municipal franchise were given the right to surrender the same and, on filing notice of such surrender with the Corporation Commission of Oklahoma, to secure from said commission a permit to continue the exercise of the franchise rights, the same being revocable only by the legislature for cause and without injury to the holder of said permit. All rights of a municipality under a franchise thus surrendered were preserved to the municipality, except the right to terminate the utility company's right to operate in the municipality at the expiration of

tificate of convenience and necessity and issuance by said commission of such certificate. As a matter of history, this protection against duplication of utility service was theoretical rather than actual, the record showing no instance where such certificate of convenience and necessity had been refused in any city of importance.

The majority opinion of the court annulling this measure held the law to be unconstitutional on the ground that the law in effect authorized the converting of a limited franchise into a perpetual franchise, that it deprived the qualified electors of a municipality from granting or renewing a franchise and that it deprived twenty-five per cent of the total number of electors voting at a general municipal election from presenting a signed petition to the chief executive of a municipality demanding that a franchise be granted, extended or renewed. All such rights

the court held to be guaranteed by the Constitution of the State of Oklahoma. The dissenting opinion, written by Justice A. C. Hunt, of Tulsa, held that unless a law be clearly unconstitutional it should not be set aside, and that there was material doubt as to the correctness of the conclusions of the majority of the court.

The motion for rehearing, which

was overruled December 10, pointed out that four members of the majority, including the justice writing the opinion, had taken office after the case had been submitted finally which fact had denied the companies the privilege

(Continued on page 17)

## Fort Worth Gas Company Sustained By Decision Affecting Return Rate, Depreciation, Increased Investment

Before a statutory court composed of one circuit judge and two district judges in the District Court of the United States for the Northern District of Texas, the Fort Worth Gas Company is sustained in its exceptions to three of the findings of the Special Master. These three findings which were overruled were to the effect that 2 per cent of the fair value of the property is a reasonable annual charge for depreciation; that returns should not be allowed on what the Master stated was an unusually large increase in capital additions not yet productive of increase in revenue; and that the periods ending in 1928 and the calendar year 1928 were abnormal and not a reliable criterion of the sufficiency of the existing rates.

The court held that within the meaning of the law a sum sufficient to constitute just compensation for the use of the property employed in furnishing the service, is a reasonable rate of return which must be made on the value of the property at the time of the investigation and for a reasonable time in the immediate future; that 3.6 per cent of the rate base or 4 per cent on the value of the physical property is a reasonable annual depreciation allowance, and that in the absence of a finding that money was deliberately employed in useless investment for the purpose of affecting a rate decision, the court would be unwarranted in ignoring such increased investment.

the period set forth in the franchise.

The law further provided that no competing franchise could be sought from the voters of a city where a valid franchise was in effect, except after application to the Corporation Commission of Oklahoma for a cer-

# Providence Bank Aids Gas Company

By JESSE L. JOHNSON

Sales Manager, Providence Gas Company



PROVIDENCE GAS  
COMPANY'S Exhibit  
at Rhode Island Hospi-  
tal Trust Company



SOME time ago, the Rhode Island Hospital Trust Company, one of the largest, oldest and most progressive banks of Providence, adopted an unusual practice. A small space in the lobby between the main entrance and the banking floor was offered to customers of the bank as a display space. It was the feeling of the officers of the bank that displays of an educational nature, shown in this space from time to time, would promote better acquaintance with the activities—industrial, civic and social—of the community.

For the week from November 16 to 22, inclusive, this space was offered to the Providence Gas Company. Our Company had previously used this bank space for an educational display on the subject of gas making and by-products recovery, together with a small "industrial gas" exhibit. It seemed, particularly for this season of the year, the use of gas most likely to interest those who came to the bank, would be the rapidly growing house heating business. Attendance and interest shown at the display indicated that a fortunate selection had been made.

A small size "DeLuxe" model of the Bryant boiler was used as the "center piece" of the display. At the rear of the boiler, properly supported on a standard, a moving card sign was used, these cards telling very briefly the message of gas heating. The story on the nine cards is shown herewith.

The most striking feature of the display

and the one which attracted the most attention was a map of our territory, suitably framed in an imitation mahogany cabinet. A miniature electric bulb was inserted into the map at the approximate location of each residence, church, or other building heated with gas. These bulbs were colored, a separate color being used for installations made in any given year. As our first residence heating installations were

made in 1924, we were able to use six circuits. At the base of the map cabinet, plates were inserted in colors which corresponded with the colors of the electric bulbs.

Actual operation was as follows: Below the caption "Gas Heating Plants Installed in:" a purple plate reading "1924-5" was automatically lighted. Simultaneously, five purple bulbs, located on the map at the five residences heated with gas in 1924, were illuminated. Next come "1925-35" in amber, followed by "1926-80" in green, "1927-58" in white, "1928-63" in blue and finally "1929-69" in red. The latter figure is estimated, of course. (Recent developments indicate it is too conservative.)

At the right of the Bryant boiler (as shown in the photograph), a cabinet of corresponding size was used to show what we might call a street directory. On this board was shown, in alphabetical order, the names of the streets on which house heating installations were in operation.

At the top of the directory was placed a heading which read: "Streets Where Gas Heating Systems Have Been Installed" and following the record of the various streets, the question: "Is Your Street On This List?" Numerous inquiries were received by our heating representatives who visited the display from time to time as to "Who uses gas for heating on . . . Street?" the inquirer naming the street on which he lived. It was rather amusing, also, to note men who heat with gas,

## Providence Gas Hints

Gas Heating may be enjoyed with steam, vapor, hot water or warm air.

Gas Heating is automatic, quiet, dependable, clean, safe and practical.

Gas Heating ordinarily is not cheaper than other methods—but it's better.

Last season some of our customers used gas heat for as little as \$130, \$191, \$207, \$211, \$213, \$214, \$216, \$219, \$224.

Some of our larger customers last season paid as much as \$969, \$1030, \$1150, \$1184, \$1197, for this modern heating service.

Gas Heating costs for your home can be closely estimated by a heating survey.

Gas Heating surveys and reports are gladly made without charge or obligation.

Growth in sale of Gas for House Heating.

1925	8,269,000 cubic feet
1926	30,360,000 cubic feet
1927	62,036,000 cubic feet
1928	105,783,000 cubic feet
1929	157,000,000 cubic feet (Est.)

checking up on both the directory and the map to make sure they were represented. A blue velvet background was used on this board, the letters forming the names of the streets being of composition metal, white in color.

At the extreme bottom of this cabinet, we built in an electrically operated moving sign known as a "Motor-graph" which gave this message: "Residence Heating with gas is rapidly becoming the fashion. . . . It has established its position as the ultimate in comfort, cleanliness and convenience. . . . Heat with Gas."

As a feature of added interest, we placed an automatically-operated lantern slide machine at one end of the display. With this we showed a selection of homes using gas heating, small homes, large residences, a church or two, etc. We also showed a variety of basement pictures, steam installations, warm air installations, cross-connected jobs, basements which had been converted into lounging rooms, etc.

A supply of our booklet, "House Heating With Gas," was available to those interested and we noted with pleasure that it was necessary to replenish the supply each day.

The interest shown in this display, by both present and prospective users of gas for residence heating, indicated to us that such a medium of advertising, placed in the right sort of location, at the season of the year when house heating is on the mind of everyone, is certain to bear fruit in the one most important way: Increasing sales of gas.

### Roanoke Gas Light Company Progresses

**O**RIGIN of the Roanoke (Va.) Gas Light Company dates back to September 25, 1883, when the first exclusive privilege of furnishing gas to the town of Roanoke for a term of 25 years was granted to J. H. Dunston, P. L. Terry, M. M. Rogers, John P. Pettijohn, William Welsh and their associates, who formed the first Roanoke Gas Company.

In 1889, the town council authorized the gas and water companies to transfer to the Roanoke Gas and Water Company all of their rights for supplying the city with gas and water. In 1908, the city was authorized to purchase the properties of the gas company, but the city preferred

to extend its franchise for an additional 20 years.

City council in 1912 authorized the sale of the gas property to C. H. Geist of Philadelphia, and his associates, who formed the present Roanoke Gas Light Company. In 1922, the city made an agreement with the gas concern, granting it a new franchise for 30 years provided it lay gas mains to South Roanoke, a part of Northwest and other populated sections that warranted gas extensions.

In November, 1927, the gas company was sold by Mr. Geist and his associates to the Central Public Service Corporation of Chicago, which now owns and controls the business.

Today, the company has 147 miles of gas mains in service, and has invested more than \$2,000,000 in Roanoke. The gas plant was added to from time to time until in 1924 it became necessary to build an entirely new plant and make additions to mains and the distribution sys-

## Gas Refrigerator Stands Test of Apartment House Fire

**FIRE** burns—but "what of it," said the gas refrigerators, "it doesn't even make us warm."

A serious conflagration in an apartment house at 115 East Mosholu Parkway, New York, N. Y., on November 20, 1929, did considerable damage to the premises, but the Electrolux gas refrigerators installed there came through practically intact.

Practically the entire top floor of the apartment house was destroyed by the fire, and the kitchens on this floor were entirely destroyed. The picture shows that the boxes were badly scorched and the exterior finish ruined by the flames, yet the units of all the Electrolux boxes installed in these apartments are at present capable of operating perfectly, and the interior porcelain lining is not cracked or broken in any place.

One refrigerator in particular was the center of considerable interest, because it seemed to "out-Electrolux" the rest. This refrigerator was in a kitchen where the roof was entirely destroyed, and where the fire raged fiercely.

Several hours after the fire was out, inspection by the Consolidated Gas Company of New York showed that the milk and eggs in the refrigerator were fresh, and that there was still a trace of ice in the cube trays. One



*Milk and Eggs Fresh After Blaze*

egg was broken by the inspectors, and it was found to be perfectly fresh and raw, and not hard-baked, as would be expected. This unit was also found to be in perfect operating condition.

tem to keep pace with the growth of the city.

Virtually all settled portions of the city are now served and within the last two years the company has secured franchises and extended its mains to both Salem and Vinton. Gas is now supplied residents of these towns from the Roanoke plant, which is of the latest and most efficient design. Up until 1926, the largest gas holder the company had was 200,000 cubic feet capacity, as compared with the 1,500,000 capacity tank built that year, which is one of the largest in Virginia.

### GETS ILLINOIS PERMIT

The Illinois Commerce Commission has made public an order granting a certificate to the Southeastern Illinois Gas Company to operate a gas plant and distribution system in and about the cities of Harrisburg and Eldorado.

## Finds U. S. Mass Production Depends on More than Machines



J. Ivan Yates

Yates, son of the chairman of Radiation, Ltd., largest manufacturers of gas appliances in London, England, sailed for home from New York on December 13.

Mr. Yates arrived in New York in July, 1929, and after a brief stay here went to Detroit, where he spent most of his time studying the methods and systems of General Motors.

After studying shop processes, Mr. Yates declared that he was convinced more than ever, that mass production does not emanate from mere machines. He said there must be underlying fundamentals that bring up mass production. He added that he believed mass production was due to three fundamental elements:

Financial.

Production.

Control of Policies.

"In case of mergers," Mr. Yates asserted, "these factors or fundamentals, as I call them, must be applied to all bureaus, divisions and branches, if the desired result is to be obtained.

"America sets the yardstick," he continued, "by which the rest of the world must measure. I mean it is the budget, which dominates not only your industry, but your domestic life also. I have found that once the budget is laid down, it must control activities, and rule all profit-bearing. By adding to these principles, as required by local conditions, you Americans have put yourselves in a position where you are recognized as the World's greatest people."

Our English visitor seemed much impressed by the fact that gas appliances in America, especially gas stoves, have no individuality.

CARRYING with him some interesting views about mass production in America, following six month's study and inspection of some of the nation's foremost industrial plants, J. Ivan

He stated that a dozen ranges could be placed side-by-side, each produced by a different manufacturer, and all would have practically the same effect upon the eye.

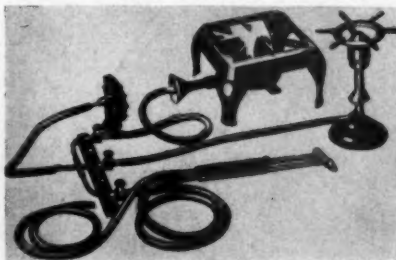
In England, he said, they were introducing the gas range and other appliances as vigorously as possible. He laid the successful introduction of gas appliances into American business and domestic life to the sincere advertising program being carried out in most communities. However, he thought that from now on Great Britain would make rapid strides in this direction.

Mr. Yates said he could not but help express his amazement at the wonderful opportunity for the expansion of the gas industry in America. "You have," he averred, "numerous regions of open space, and you are so situated geographically that I do not see anything to prevent the constant growth of your country and industry."

### Intense Heat for Laboratory Work

PLANTS maintaining testing laboratories of various sorts do a great deal of their experimental and research work with the aid of small flame apparatus.

The flame can be easily controlled and is hot enough to melt various metals. A most convenient and complete laboratory installation consists of a small tank of dis-



New Torch for Tests

solved acetylene; a hot plate; a Bunsen burner; an acetylene-and-air torch with air control; a reducing valve; a three-way branch valve, and the necessary red gum tubing.

With this outfit all manner of laboratory tests can be undertaken. Dissolved acetylene has many distinct advantages over liquid or other gas fuels. It not only produces a higher flame temperature than coal gas or natural gas, but forms a flame that can be perfectly controlled. This flame is non-oxidizing and non-carbonizing as well.

A special type of torch has been developed for test work and uses compressed air in addition to dissolved acetylene. The flame may be changed from the brush type to an intense needle point by adjusting the air supply. This is accomplished by a simple twist of the adjusting screw. The brush, or Bunsen flame, has a temperature of approximately 2,800 degrees Fahrenheit and the needle point flame produces approximately 3,300 degrees Fahrenheit, making it suitable for any work requiring high temperature. A wide latitude of temperature control is possible by adjustment of the gas pressure, providing a range of heat in many metals, from near melting, to the molten stage.

### 1930 Conventions

THE convention schedule for 1930 is assuming shape, many of the associations already having selected the time and place for their annual meetings. Those selected are:

- New England Gas Association,  
Hotel Statler, Boston, Mass.  
February 19, 20, and 21.
- Oklahoma Utilities Association,  
Tulsa, Okla.  
March 11, 12, and 13.
- Illinois Gas Association,  
Springfield, Ill.  
March 19 and 20.
- Mid-West Gas Association,  
Waterloo, Iowa.  
April 14, 15, and 16.
- Southern Gas Association,  
Savannah, Ga.  
April 22, 23, and 24.
- Pennsylvania Gas Association,  
Galen Hall, Wernersville, Pa.  
April 29, 30, and May 1.
- Western Div., Natural Gas Dept.  
A. G. A.  
New Orleans, La.  
First week in May.
- Canadian Gas Association,  
Halifax, N. S.  
June 24 and 25.
- Michigan Gas Association,  
Grand Hotel, Mackinac Island, Mich.  
July 1 and 2.
- American Gas Association, Municipal Auditorium, Atlantic City, N. J., October 13-17, Alexander Forward, 420 Lexington Avenue, New York, N. Y., Managing Director.

## New Orleans Gets Natural Gas Meet

A convention of the Western Division of the Natural Gas Department will be held in New Orleans, La., early in May, 1930, probably the first week.

It is planned that this meeting will deal largely with production and transmission problems which are so important to the Southwest where there is such an enormous increase in the production and sale of this product. There will be no exhibit of equipment and appliances in connection with this 1930 Convention.

## New England Home Service Meeting

THE Home Service directors of New England met at Hartford, Conn., on November 1. Twenty-four directors attended the luncheon given at the Hotel Bond after which the election of new officers took place. The retiring chairman, Mrs. Arra S. Mixter, of Hartford, and Miss Kathleen Atkinson of Providence were succeeded by Miss Florence Chisholm, of Malden, as chairman and Miss Jessie Crowell, of New Haven, as secretary.

Miss Beatrice Hall, of the Connecticut Dairy and Food Council, gave an illustrated lecture on the "Newer Highlights of Nutrition" and was followed on the program by a paper on "House Heating by Gas and Its Relation to Home Service," by Charles H. O'Donnell, engineer of househeating, Boston Consolidated Gas Company.

This was the third meeting of the New England group of Home Service directors. The first was held in Boston in February and the second in Marblehead in June.

## Oklahoma Franchise Law Annulled

(Continued from page 13)

of oral argument before said justices, and that eighteen months had elapsed since the case was submitted finally, whereas the Constitution requires the Supreme Court to decide cases of this character within six months after being submitted.

Immediately following the approval of the franchise act of 1925 an effort was made to defeat it by referendum vote, but this effort failed for lack of sufficient number of signatures to the referendum petitions within the prescribed time. Two regular sessions of the Oklahoma Legislature have been held since the act became effective. In both these sessions measures seeking repeal of this legislation were introduced but failed.

# Russian Visitor Says America Must Develop Carbon Black

By M. SHAHNAZAROV

Mechanical Engineer, Manager of Production and Utilization of Natural Gas,  
Bakou, U. S. S. R.

THE problem of gas—natural and artificial—is of high importance from an economic point of view, and is a very interesting one from a hygienic-sanitary point.

If we look upon gas as a fuel, we know that it is the most ideal one we have ever known. Ninety per cent of the world's production and utilization of natural and artificial gas is centered in the United States of America, and therefore, it is most natural that anyone interested in the practice or the theory of this industry should come to the United States.

I came to this country to make a study and survey of the production, absorption and utilization of Gas; and during my six-months' stay here, I had a thorough insight into all phases of the industry, such as production and utilization for the purposes of motor fuel, carbon black and for heating.

The most striking feature I noticed, is that while there are great, technical achievements for the production and the utilization of this product, practically, very little has been done to prevent the escape into the air of billions of cubic feet of gas per day.

Little has been done for the technical improvement of the carbon-black manufacture, and the extraction of by-products from gas, except in natural gasoline.

It is rather surprising for a country of the highest industrial achievements, that the industry of carbon black, which consumes about 200,000,000 cubic feet of gas per year and with the cost of carbon-black production about \$10,000,000, should allow the efficiency factor not to exceed the average of three per cent.

It is disappointing to find that outside of three or four pamphlets, there is no literature on the manufacture of carbon black, and that the trade press of petroleum and gas has no place for it on its pages.

The fundamental causes of the back-

wardness of the carbon-black industry are probably to be found in the disproportion of natural gas production, and the possibility of its utilization, which is due to the cheapness of gas (1,000 cubic feet representing a value of two or three cents).

On the other hand it is to be found that at places, where the gas price is high (60 cents to \$1 per 1,000 cubic feet) the technic of utilization is also very high, and in many such instances, we find apparatus representing an almost technical perfection.

At present, due to imperfect methods of production, or to lack of sufficient utilization, the gas escapes into the air, far above the permissible oil and gas ratio, which could and would be prevented through elimination of competitive methods of production, or by agreements to regulate it.

The existing conservation laws are of no use, for as the old Russian proverb says: "To what use is the making of laws, if they are not adhered to."

The only remedy is to bring about full cooperation between the land-owners and the producers, and understanding between the technical personnel of the different companies.

The conservation of gas must be considered a national duty under realization of the thought that "the mistakes of to-day may become disasters in the future."

The United States, which knows no obstacles in the solving of technical problems, must and will solve the problem of how to produce most advantageously and how to utilize most practically the natural resources of gas, which are so immense and so important.

I wish to express my gratitude to the officials, engineers and members of the many plants which I visited during my stay in the United States for their courtesy and consideration to me.

## Personal and Otherwise

A. E. Greenleaf, of Boston, Advertising Counsellor of the New England Gas Association, says:

"What Tahiti needs most is a first-class modern hotel." Recently he returned from this out-of-the-way corner of the South Seas.

"Some energetic American hotel man will some day investigate the possibilities of such a venture," Mr. Greenleaf predicts, and he will be surprised at the opportunity for profit on this island, which people usually think of as one of the ends of the earth. "I spent a month at Papeete," said Mr. Greenleaf, "and ought to know."

What is believed to be the smallest suit ever filed in Galveston, Texas, was entered by H. C. Neumann against the Texas Cities Gas Co. Neumann asks 60 cents from the gas company, as accrued interest for two years on a \$5 meter deposit.

J. Joy Snyder has been added to the sales staff of the William B. Scaife & Sons Co., of Pittsburgh, Pa., range boiler manufacturers. His territory will include Ohio, Indiana, Michigan, Kentucky, and West Virginia. Mr. Snyder was formerly associated with the Cleveland, Ohio, branch of the Standard Sanitary Mfg. Co. The Scaife firm has recently completed a brick warehouse for storage of its galvanized products.

Natural gas lines leading from Monroe, La., northward to St. Louis and eastward to Birmingham, commence delivery of about 150,000,000 cu ft. daily. Drilling in five localities near Washington, Pa., increases the daily gas production of that region by 15,000,000 cu ft.

George R. Jones, Vice-President and Treasurer of the Public Service Company or Northern Illinois, Chicago, has resigned his position as Assistant to the President and Assistant Treasurer of the Western United Gas and Electric Company and the Western United Corporation, to become President of both companies. Samuel Insull, who heretofore has been President of these companies, has resigned that office to become Chairman. This announcement followed a meeting of the Board of Directors of these companies recently.

C. W. De Forest, formerly vice-president of the Union Gas & Electric Company, Cincinnati, in charge of engineering and electrical operation, is now in charge of electrical engineering for the Columbia Engineering & Management Corporation, holding the title of chief engineer. Mr. De Forest is a New Yorker by birth and he obtained his early experience as an employee of the light and power companies of the Metropolis.

John J. Winn, Jr., Sales Manager of the Fall River, Mass., Gas Works Co., has resigned from this company to accept a position as Development Engineer of the Consolidated Gas Electric Light and Power Company of Baltimore. In his new position Mr. Winn will be in charge of developing the domestic load of the Baltimore Company through the sale of promotional domestic gas appliances.

Because he is said to be financially interested in utility enterprises at Maysville, Federal Judge A. M. J. Cochran has refused to sit in the case of the Central Kentucky Natural Gas Co., versus the city of Lexington, Ky., and the State Railroad Commission. The legal action is to enjoin the fixing of Lexington's gas rate at 45c. This is the rate proposed by the commission.

A. A. Pihlman, formerly manager of the House Heating and Water Heating Division of the Consolidated Gas Company of New York, has been transferred to the Architects' Service Division as architectural service engineer.

E. M. Hutchinson has taken charge of the new business activities of the Gas Service Company at Monett, Missouri. Mr. Hutchinson is a veteran new business man.

D. L. Cash, for the past seven years commercial manager for the combined gas and electric utilities at Rockford, Ill., has arrived in Atlanta, Ga., to assume the sales management of the Atlanta Gas Light company, according to an announcement recently made by M. L. Kane, general manager.

Indications point to record gross and net earnings for Consolidated Gas, Electric Light & Power Co. of Baltimore for the current twelve months. Net for the common is expected to run approximately 50 cents a share higher than the \$5.47 a share earned in 1928, notwithstanding the recent reductions in the company's gas and electric rates. Stockholders will participate in this expansion of earning power by virtue of the company's action increasing common dividends from the former \$3 annual rate to \$3.60 a share. This step probably is also preliminary to an offering of additional common stock to shareholders later on, designed to provide funds to finance an improvement program involving the expenditure of some 7.5 million dollars.

Joseph T. Sullivan, formerly superintendent of the water and gas departments of the Sierra Light and Power Company at Reno, Nevada, has been appointed manager of the City Gas Company of Norfolk, Va.

Aztec, N. M., is to be supplied with gas through a 3-inch welded line from

the Dorothy Oil Co's gas well in section 29-30-9, according to F. M. Burt, who has acquired the Aztec Oil Syndicate, which holds the distribution franchise for the town. The system is to be placed in operation as soon as possible.

C. P. Johnson, formerly of Haverhill, Mass., has been appointed Superintendent of the Gas Department of the Puget Sound Power & Light Company, Bellingham, Wash.

James A. Yunker has been named superintendent of the Natural Gas Department of the Louisville, Ky., Gas & Electric Company, with Carter M. Lattis as assistant superintendent.

The Natural Gas Department was recently established as the result of a reorganization of various departments concerned with supplying Louisville with natural gas, following the resignation of H. L. Gentry as superintendent of gas transportation to become chief engineer for the Frick-Reid Supply Corporation of Pittsburgh, Pa., and Tulsa, Okla. Mr. Yunker, in addition to his previous duties as gas engineer and land agent, assumed Mr. Gentry's duties.

Mr. Yunker entered the company's service as a clerk in the Engineering Department in 1918 and since that time has worked at practically every phase of the natural gas business.

W. H. Knowles, vice-president of P. R. Mallory & Co., Indianapolis, has announced appointment of Robert E. Guild, for fifteen years auditor of the Citizens Gas Company, as controller of the Mallory firm.

Judge Harold A. Ritz, general counsel of the Charleston operating group of properties of Columbia System, was recently elected president of the West Virginia Bar Association. Judge Ritz was appointed judge of the Circuit Court, Eighth West Virginia Judicial District in 1906. From 1909 to 1913 he served by appointment as United States attorney for the Southern District of West Virginia. In 1925 he became associated with the United Fuel Gas Company and associated companies as general counsel, in which capacity he is active.

Mr. Eugene D. Milener, Industrial Research Representative of the American Gas Association will address the yearly meeting of the Mid-West Industrial Gas Sales Council at Chicago, Illinois, January 17. His address, entitled "A. G. A. Industrial Gas Research—Progress and Results," will acquaint the industrial gas engineers of the Middle Western states with many details concerning the research projects being sponsored by the Committee on Industrial Gas Research and will outline some of the future plans of the Committee.

## Affiliated Association Activities

### New England Gas Association

AS this issue of the MONTHLY goes to press the plans for the annual meeting of the New England Gas Association are taking definite shape. The meeting will be held at the Hotel Statler, Boston, Mass., February 19 and 20. The plans are ambitious and indicate the finest meeting ever held by this association.

The first session will open at 10 o'clock, February 19, and will include reports of committees, election of officers, presentation of governor's cups, an address by J. J. Quinn, president, and an address on "The Immediate Prospects of the Industry" by B. J. Mullaney, President of the American Gas Association. A nationally known speaker, to be announced later, will also address this session.

At the afternoon session a paper entitled "The Economics of Load Building" will be presented, followed by a pre-appointed discussion. The subjects, "Physical Interconnection of Gas Companies" and "House Heating in its Most Recent Aspects," will be treated in like manner.

At the morning session on February 20 the following subjects will be on the program for discussion: "Propane Utilization," "Domestic Appliances and Their Value in the Load" and "Practical Humanities in Public Utility Relations."

The Women's Division will hold a luncheon meeting on February 19 at which a paper entitled "Mrs. Consumer and Her Place in Gas Merchandising" will be presented.

The dinner, entertainment and dance will occur in the grand ballroom of the Hotel Statler, February 19.

It is planned to have a radio revue on the stage by the New England Gas Hour Orchestra and this part of the program will be broadcast.

### Women of Empire State G. and E. Association to Meet

A BETTER knowledge of our jobs is the keynote of the program for the annual meeting of the Women's Section of the Empire State Gas and Electric Association to be held in the Hotel Seneca, Rochester, N. Y., January 16 and 17. On the morning of January 16 a welcome will be extended by Herman Russell, vice-president and general manager, Rochester Gas & Electric Corporation, followed by an address, "How a Woman Can Grow and Develop in the Utility Industry," by R. R. MacLeod, director of public relations, Buffalo, Niagara and Eastern Power Corporation.

A series of short talks explaining how "Every Job in a Utility Is a Customer Contact Job" will end the morning session.

The president of the Association, W. J. Welsh, will open the afternoon session with an address, after which papers on the following subjects will be delivered:

"Employee Training for Customer Contact in Other Industries," and "The Customer's Opinion of our Service." "The Business Viewpoint of Customer Service," is the subject of an address to follow by Roland B. Woodward, executive vice-president, Rochester Chamber of Commerce.

A dinner will be held at the Country Club in the evening at which Miss Mary E. Dillon, president, The Brooklyn Borough Gas Company, will speak on "The Business Woman of Tomorrow."

At the session on the morning of January 17, the program consists of an address "Commercial Problems Confronting the Public Utilities," by F. M. Houston, new business manager, Associated Gas & Electric System, and papers on "4-H Club Ideas and Ideals" by Mrs. Clinton Fish, "Growth Through Contribution" by Miss Sara Harris and "Looking Ahead" by Dr. Clinton Wunder. A home service conference will be held in the afternoon.

### Public Utilities Association of Virginia

ONE of the outstanding features of the fourth annual convention of the Public Utilities Association of Virginia, held at the Chamberlin-Vanderbilt Hotel, Old Point Comfort, was a group luncheon of representatives of the gas industry, which was presided over by W. J. McCorkindale, general manager of the Roanoke Gas-Light Company, Roanoke.

One of the principal talks made at this time was by W. A. Tobias, Eastern Division Manager, Central Public Service Corp., Hagerstown, Md.

At the Women's Luncheon, Miss Jessie McQueen, Home Service Counsellor, American Gas Association, delivered an address on "Home Service Activities."

Miss Ruth F. Murphy of the Roanoke Gas-Light Company brought to the convention an enthusiastic message from the Virginia Women's Committee, describing how the women of the gas industry in the state are becoming more and more progressive and materially assisting in further developing their part in the development throughout the Old Dominion.

New officers for the year were elected as follows:

C. B. Short, general manager, Roanoke Electric and Railway Company, Roanoke, president; T. Justin Moore, vice-president and general counsel, Virginia Electric and Power Company, Richmond, vice-president; Herbert Markle, division manager, Appalachian Electric Power Company, Bluefield, vice-president; A. H. Herrmann, director of

Public Relations, Virginia Electric and Power Company, Richmond, treasurer.

The resignation of Allyn B. Tunis, of Richmond, as secretary of the association was accepted in order that he could take up his work as secretary of the Publicity and Advertising Section, American Gas Association and editor of the A. G. A. MONTHLY. He is now engaged upon his new duties at A. G. A. headquarters, New York City.

The incoming president was instructed to appoint a secretary to fill the vacancy left by Mr. Tunis, and he subsequently named C. O. Roberson, of the Appalachian Electric Power Company, Roanoke.

### Empire State Gas and Electric Association

THE annual meeting of the Commercial Section of the Empire State Gas and Electric Association will be held in the auditorium of the Rochester Gas & Electric Corporation, Rochester, February 13 and 14, 1930. F. M. Houston, new business manager, Associated Gas and Electric System, is chairman of the section.

The activities of this section are carried on through various committees, each of which will present a report or paper. The program for the first session will be arranged by the Electric Sales Committee, L. A. Coleman, chairman. This Committee has four subcommittees—domestic appliance sales, domestic lighting, power sales and house wiring.

The second session will be in charge of the Gas Sales Committee, G. I. Vincent, chairman. Here also there are four subcommittees, one on coke sales, one on industrial sales, one on domestic water and space heating and one on publicity.

The third session will be devoted to the Farm Business Committee, John M. Costello, chairman, and will deal chiefly with rural electrification, while the fourth session will consider reports of the Advertising Committee, dealing with all phases of advertising and report of the Committee on Merchandising Policies. The program will also include several special addresses.

### Pacific Coast Gas Association

THE 1930 Convention of the Pacific Coast Gas Association will take place at the Hotel Huntington, Pasadena, Calif., starting on Tuesday, September 9 and closing on Friday, September 12.

The program committee headed by D. L. Scott, already has prepared the general plans for the convention and has had them approved by the Board of Directors. All programs will be built around the theme "Modernize with Gas."

General sessions will be held on Tuesday afternoon, Tuesday evening, Wednesday morning and Friday morning. Parallel sessions of sections will take place Wednesday afternoon and Thursday morning.

Features of the convention will be a convention ball on Wednesday evening, a golf tournament on Thursday afternoon and visits to two exhibitions on Friday afternoon, the first dealing with modern distribution methods and the second with industrial utilization practice.

Three-minute speaking contests and stunts night will be features of the Public Relations Section program, and the convention will close with a banquet on Friday evening.

### Oklahoma Utilities Association

MARCH 11, 12 and 13, 1930, is the time and the Mayo Hotel, Tulsa, Oklahoma, the place chosen for the annual convention of the Oklahoma Utilities As-

sociation, according to an announcement by the Manager, E. F. McKay.

### New Jersey Gas Association

At a recent meeting of the Time and Place Committee of the New Jersey Gas Association it was decided that the annual meeting would be held on Friday, April 11, at Asbury Park, N. J. The hotel or convention hall will be selected at a later date.

## Offer Reward for Development in Cutting Metals with Gas

BELIEVING that recent progress in the utilization of manufactured and natural gas for cutting iron and steel foreshadows still further possibilities in this field, The Alexander Milburn Company, of Baltimore, Md., manufacturers of cutting and welding

torches, have announced the Milburn Contest for development work in gas cutting. Actually there will be three contests, with separate prizes of \$1000 each, for 1930-1931 and 1932 for the best results accomplished tending to lower the cost of gas cutting.

The Milburn Contest is open to everyone and awards will be made on the recommendation of a committee of leading engineers and college heads. In order to win one of these awards it will not be necessary to produce some revolutionary development, but the award, each year, will be given to the person or group who advances the most workable improvement in the art. Developments in welding with manufactured and natural gas are also eligible for entry in this contest.

That this subject is quite alluring is shown by the difference in cost between city gas and acetylene gas. The former averages 7 cents a hundred cu.ft. against nearly \$3 a hundred for acetylene. Any general change toward city gas for this purpose would result in large savings to industry besides giving the gas utilities an additional industrial outlet for gas.

Particulars concerning the conduct of the Milburn Contest can be secured upon application to The Alexander Milburn Company, 1426-28 W. Baltimore Street, Baltimore, Md.

### Court Enjoins Arbitrary Reduction Gas Rates

THAT a public utility should not be arbitrarily forced to reduce its rates, pending a final decree, and an order granting a preliminary injunction to the Florida Public Utilities Company against the City of West Palm Beach, preventing such reduction of rate and instructing the utility to give an indemnity bond until such final decree, is the gist of an opinion by the U. S. Circuit Court of Appeals, Fifth District, in the case of the Florida Public Utilities Company, appellant, against the City of West Palm Beach, Florida.

The case was taken up on an appeal by the utility company from a judgment in the U. S. District Court of Southern Florida, denying the utility a preliminary injunction to prevent the city of West Palm Beach from putting into effect a city ordinance materially reducing gas rates

## PRELIMINARY ESTIMATES ON THE MANUFACTURED GAS INDUSTRY FOR 1929

*Furnished by Statistical Department  
Manufactured Gas Industry*

### GAS PRODUCED AND GAS PURCHASED BY GAS COMPANIES FOR PUBLIC DISTRIBUTION

Unit: Billion Cubic Feet

	1929	1928	Increase	Per Cent Increase
<b>Gas Produced</b>				
Water Gas.....	217.9	239.9	—22.0	— 9.2
Retort Coal Gas.....	45.9	50.9	— 5.0	— 9.8
Coke Oven Gas.....	50.2	39.2	11.0	28.1
Oil Gas.....	34.3	32.9	1.4	4.3
Total Gas Produced.....	348.3	362.9	—14.6	— 4.0
Coke Oven Gas Purchased.....	125.5	96.9	28.6	29.5
Total Manufactured Gas Prod. & Purch..	473.8	459.8	14.0	3.0
Natural Gas Purchased.....	112.8	77.4	35.4	45.7
Total Gas Produced & Purchased.....	586.6	537.2	49.4	9.2

### GAS SOLD TO ULTIMATE CONSUMERS BY MANUFACTURED GAS COMPANIES

	1929	1928	Increase	Per Cent Increase
Domestic Sales.....	340.0	325.7	14.3	4.4
Househeating Sales.....	27.0	17.8	9.2	51.7
Industrial-Commercial Sales.....	165.0	147.6	17.4	11.8
Miscellaneous Sales.....	3.0	3.7	— 0.7	—
Total Sales.....	535.0	494.8	40.2	8.1

### MISCELLANEOUS STATISTICS

	1929	1928	Increase	Increase
Gross Operating Revenue. (Including Miscellaneous Operating Revenue)	\$548,000,000	\$527,000,000	\$21,000,000	4.0
Customers, December 31.	12,200,000	11,841,000	359,000	3.0
Miles of Main, December 31 .....	107,000	102,000	5,000	—

# Advertising Necessary Aid To Modern Gas Sales

**The Gas Refrigerator —**  
*Silent as the Sphinx*



A small gas flame  
does the work!

**THE BROOKLYN-UNION  
GAS COMPANY**

*In the East*

THE American gas industry has many things of which to be proud. Our operators in the field and manufacturers in the cities and towns have stepped into the picture of modern business with firm, swift steps. Advertising in the new mode has played a big part in keeping gas in the vanguard of the forward-marching businesses.

Today's vision of the possibilities for the development of new business has sounded an entirely new note in our industry. The industry may be said to be standing in the middle of a sales era—the greatest in all its history—an era that will require aggressive selling and merchandising of the most modern type.

Operating efficiency has developed tremendously in the gas industry in the past few years, but only recently have we begun to envisage the possibilities of our business from a modern sales viewpoint, and the necessity for concentration on the sale of gas as a fuel in competition with other fuels.

Various new gas appliances are daily being placed on the market and practically all of them rank high in

efficiency in both domestic and industrial uses. These various and sundry appliances, not only the beautiful equipment designed for home owners, but the massive appurtenances built for heavy duty in industrial plants, have become new elements and agents for gas consumption. In order to further increase the demand created by the growing number of installations of the latest development in gas usage, the aggressive companies already have been pushing vigorous advertising campaigns. And these companies are not speculating in advertising—they are making investments which are paying sound dividends.

New England, the Pacific Coast, the Northern Region, the East and the Middle West, all seem to have caught the modern spirit of the gas industry, and each day finds new gas companies going into intensive advertising campaigns for the sale of their product as opposed to other fuels.

In telling its story, the Southern Cities Distributing Company, a subsidiary of the Arkansas Natural Gas Corporation—the latter a Cities Service organization—located in Shreveport, La., is stressing a series of stories

Here lies  
a great market...  
the gateway to the Orient...  
here is where  
industries are  
locating  
to serve South American  
Markets



**Natural Gas**  
now available for industries  
in San Francisco Bay area  
...a new and cheaper fuel

Here the railroads of the country meet the ships of the Pacific. Good roads aid in quick deliveries of abundance of cheap electric power reduce production costs; plant investments are low; production is increased through efficient labor and suitable climatic conditions. Here is where industries are locating to serve the ever-growing western markets.

**PACIFIC GAS AND ELECTRIC COMPANY**  
**P-G-E**  
Serving 100 Communities in Northern and Central California  
General Offices, 405 Market Street  
San Francisco, California

*On the Coast*

addressed to children, written in the simplest of language. These ads include condensed fairy tales, and tales of many legends for which that part of Louisiana is famous.

Each ad is captioned: "Adventures in Storyland." All copy is written in very simple language, to be read by or for the boys and girls of Shreveport. Included in the subjects are: Stories of Armistice Day, How Texas Avenue Gained its Name, The Legends of the Caddo Parish Indians, and famous fairy tales which are condensed, yet clearly told.


Considerable research was necessary before the series was launched. The ads, each with appropriate art work, are being published three times a week on the newspaper's Children's page in two columns; twelve-inch space.

Being a distributor of natural gas, this company thinks its first duty belongs to the home. It believes that it is accomplishing a real purpose and wholesome entertainment for the children, and a handy bit of elementary education to answer the average parent's nightly problem, "What story shall I tell them this evening?"

**... a tiny gas flame**

**... a trickle of water**

**... and this:**



Electrolux, the Gas Refrigerator, is as simple as that. A tiny gas flame and a trickle of cold water alternately vaporize and condense the refrigerant, keeping it circulating through the freezing compartment. Because Electrolux operates on this simple principle and has no moving parts, it is absolutely noiseless... keep in mind the various models on display in our Ottawa show room.

*Electricity may be produced by "Laid to Laid" only with a small carrying charge.*

**PUBLIC SERVICE COMPANY**  
OF NORTHERN ILLINOIS  
(Address) (Telephone)  
(Name of District Manager)

*The Mid-West*





What shall we do  
about these wintry days?

is to store it in a compartment kept  
continually between 42 and 50 de-  
grees F.—a food chamber such as the  
Gas Refrigerator provides. And why  
a GAS refrigerator? Because Gas  
Refrigeration is completely trouble-  
free—because it is utterly silent—  
because it never wears out—because  
it operates most economically, cost-  
ing only a few pennies a  
day.

FREED • THAWING

Let us demon-  
strate! Food  
Economies  
possible with  
a Gas Refrig-  
erator in  
Winter time

SIGNATURE HERE



for finer cooking  
and leisure hours

THE magic of an Oven Heat Regulator  
now saves the "wasteful" hours  
spent in waiting a tricky oven  
for simpler games with leisure hours for  
pleasant tasks in home making. Until  
now, you've been forced to wait on a modern Gas  
being used to no avail.

Don't delay another day! See our complete display of Modern Gas Ranges.

SIGNATURE HERE

In baking, you merely turn the dial to the  
exact temperature required for perfect in-  
dication—why, it's as simple as tuning in on the  
radio—and you can leave the kitchen until  
the food is served. With a whole world of  
positions to choose from, why should you be  
obliged to put up with the whims of an old-  
fashioned, heat-sewing cook stove?

Quick Heat... Clean Heat  
Healthful Heat with Gas



Warm as you wish  
... without waiting

This radiant Gas fireplace stops the icy  
wind at your doorstep. Touch a match,  
turn a lever and there's your heat... a  
clean, steady glow at any temperature  
you desire. The match is your kindling,  
no logs to be hauled in, no ashes to haul  
away. Come in and see our display of  
Auxiliary Gas Heaters—suitable for any  
fireplace and most mantels.



SIGNATURE HERE

# Why do they buy?

THE present demand for Gas Refrigerators  
in the South Sea Islands—even at \$9.98  
with a small down payment—would, no  
doubt, be greatly restricted. As-  
suming, of course, that Gas  
were available, Gas Refrigerators  
would be simply a curiosity  
until the natives were sold on  
the elementary advantages of  
automatic refrigeration—the  
comforts and conveniences that  
each might enjoy in his own  
thatched hut. Until such time,  
the price appeal is meaningless.

Once desire has been aroused,  
a man's income is never the  
index of what he will spend.  
The price of the desired object  
is then only the sacrifice neces-  
sary for its acquisition, and the  
cut-price only an additional in-  
ducement.

It is a great fallacy to as-  
sume that our customers are  
perennial prospects for our appliances...  
that cost is the only deterrent... or that  
a little chit-chat about "amazing value,"  
"opportunity," "economy," "durability" or  
other such abstract terms will stimulate de-  
sire. Granted, there is no "tried and true

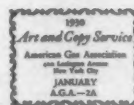
method for creating demand. If there be any  
rule for advertising, it is that there is no rule  
for advertising—nevertheless, it requires no

deep insight into human nature  
to realize that human emotion,  
ambition and desire are the most  
powerful motivating forces.

It is our sincere belief that  
a vast market for Gas Appli-  
ances never has been and never  
will be reached by bargain sale  
methods. There will always be  
a virgin field among those who  
are in a state of indifference  
concerning the advantages of  
gas refrigeration, water heating  
and home heating. With tre-  
mendous competition from sim-  
ilar household appliances bid-  
ding to a limited purchasing  
power, we can win preference  
only by achieving the strongest  
appeal to desire. Awakening  
this desire is the theme of the

new A. G. A. Service.

Already the Gas Industry has come into an  
era of competitive selling. The new A. G. A.  
ART AND COPY SERVICE is not intended to  
supplant but to supplement the efforts of  
Gas Company sales and advertising managers.



American Gas Association  
New York City  
1930

New Leather Binder  
Indexed for Filing  
Advertisements  
by Subjects



Heavy Cover for  
Monthly Art & Copy  
Services

After three months, it is learned from the headquarters of the company that the stories will be bound in a booklet for distribution to all children.

Gas producers in New England are so thoroughly convinced of the inescapable importance of advertising in the modern way, that, at a meeting held in Boston on December 3, sixty-five executives representing the New England Gas Association appropriated without a single opposing voice, \$157,000.

All present voiced or indicated their complete agreement that the gas advertising campaign throughout New England last year was a complete success, and they were unanimous in increasing their appropriation for the current year.

Eighty per cent of their funds will be used in newspapers, the remainder for radio, direct-by-mail and talking movie advertising.

At this publicity conference Dean John T. Madden, School of Commerce and Finance of the New York University, and president of the Alexander Hamilton Institute, told some things which surprised his audience. Among others were the following:

"The gas industry was, for many years, plodding along in the same old way without the stimulation of new ideas. You had no national organization until after the War had started." Your regional or technical associations were not coordinated. There was as much fun at a Gas Convention as there is at a funeral. Perhaps the

success of your electrical friends and competitors has aroused you. At any rate, you are now active and alive and your publicity campaign, originated here in New England above all places, is having its influence throughout the industry. You are competing for the dollars of your consumers. The dollars are limited in amount but the

"Now the peculiar thing which seems to have developed out of the mass psychology is the surrender to a large extent of individual judgment or opinion in buying. If your advertising is powerful enough to influence this mass judgment or mass taste it will reflect itself upon the individual in the apportionment of his dollar income. I am not

now discussing the question whether this is a good thing or not—but the point I am making is that the fact is what it is and hence you will do well to take whatever advantage you can from the condition that exists. By all means, continue your campaign of constructive publicity.

"I cannot resist giving you a personal experience for whatever value it may have in your promotion work. Like many other householders I was thoroughly fed up with anthracite coal experience. The coal barons have lost much of their business through crass stupidity and smugness. I welcomed oil-burning equipment and installed a well-known

equipment that was formerly associated with an equally well-known oil company. This concern needs to reflect upon the experience of the coal barons. It sold me a tank-registering device which did not work because it had not been properly perfected before they adopted it and then failed to make good. They have had several different service schemes, each more unsatisfactory than its predecessor. As a result of my experience I am not a booster for this particular

# GAS *is* THE better FUEL

*because*



**GAS IS MODERN  
GAS IS CLEANER  
GAS IS QUICKER  
GAS IS EFFECTIVE  
GAS IS CONVENIENT  
GAS IS DEPENDABLE**

GAS, the Better FUEL, is ever ready to answer the present-day demand for . . . health, sanitation and effortless service. Each succeeding year has presented better appliances for the most practical use of GAS . . . devices that automatically aid you to secure the most energy in heat from this reliable 'fuel. Thousands of miles of Gas mains, far underground . . . thousands of skilled humans on watch day and night deliver GAS to exactly the spot you wish. Study your domestic and business needs . . . investigate the new and really marvelous Gas Appliances of today . . . then let your own Gas Company tell you the best and quickest ways to make use of this reliable, ever ready servant.



Gas has today over 10,000 distinct uses. It will cook for you . . . wash for you . . . heat your home . . . get rid of objectionable water wastes . . . keep your family pure and warm, together with hundreds of other uses. . . ECONOMICALLY . . . SURELY . . . SAFELY. And GAS is dependable. Delivered to the exact location desired in any part of town or factory, it is always on hand. How well you can it depends upon your Gas Appliances. Modern appliances and accessories today supply Gas for every type of well-equipped home. In addition to its individual superiority as a fuel, the latest developments of steel and insulation for the home are available in modern Gas Appliances. Let us report from your own Gas Company examine your present equipment. We will gladly suggest without cost or obligation to you new and improved devices that will operate economically and with lasting satisfaction. How Gas Appliances may be used on construction.



## GAS THE better FUEL

**THE GAS INDUSTRY OF NEW ENGLAND**  
OF WHICH YOUR OWN GAS COMPANY IS A PART

*In New England*

desires, wants and demands of your consumers are insatiable. By this I do not mean that you can never satisfy the demand for gas or any other commodity or service. There is, of course, a limit to the demand of a particular consumer for a particular commodity. But since the range of wants and demands of our people are insatiable it means that the competition is all the more severe as between the commodities and services offered.

device and will be a good prospect for gas heating when I have to scrap my present equipment. Let me pass on this sales tip. You will probably find hundreds of dissatisfied customers with oil-burning equipment who have encountered similar experiences. These manufacturers who lack the vision of service which gas and electric utilities universally possess will eventually pay the same price that the coal operators are now paying.

"Now these factors of mass psychology, mass buying and mass judgment have their influence on the economic outlook. The next business year will largely be what we decide to make it. If we are to succumb to defeatist philosophy the present recession will have a longer life than if we face facts in the face, charge off our stock market losses—actual and paper—to experience, develop new ideas and get back to work. However, we must frankly face the fact that the collapse of the stock market is apt to intensify the de-

pression which was definitely under way.

"While there is evidence of over-expansion in some industrial lines and also a curtailment of purchasing power resulting from actual stock market losses, both of which may result in a more intense recession than those of 1924 and 1927, there is on the other side, the potential influence that will result from the conferences with President Hoover. The danger in the experiment we are now undertaking is that the artificial stimulation may be carried too far. If these restorative measures should get



ONCE upon a time—all good stories must begin—there lived in far-off France a little boy whose name was Charles Perrault.

We don't know how his French mother pronounced his name, but we have a suspicion the kids called him Charlie; that he was a regular little fellow who didn't like to have his ears washed.

Charles' mother used to tell him stories—perhaps to keep him still while she washed his ears; and he loved these stories so much that when he grew up, instead of being a lawyer as he had started out to do, he decided to write books. The finest book he wrote was called Mother Goose Stories, and the stories were those he had learned from his mother.

We believe the children of this community would like to read about the childhood life of famous folks and interesting things about famous subjects—so we're going to tell you a story like this every Monday, Wednesday and Friday in The Journal.

If you like these stories we will appreciate it ever so much if you will write and tell us so.

## You owe it to her



Automatic Gas Heating ends Furnace Stoking and Flue-cleaning Tedium.

Automatic Gas Heating Reduces Cleaning Time and Expenses... No Soot... No Ashes.

If you realized how furnace stoking taxes her strength and increases her cleaning tasks, you'd convert your furnace or boiler into an automatic gas-fired installation immediately ▲ ▲

EVERY woman who struggles all winter long with a furnace or boiler burning old-fashioned fuel will appreciate the advantages of automatic gas heating. This new, modern method ends heating worries and responsibilities completely. It ends furnace stoking... handles the dirt-cleaning fuel bin and ash heap in the basement... makes the basement a part of the house... gives her winter time comfort and freedom she has never known before. And it makes the home far more comfortable. Set the thermostat, and the temperature need never vary more than a degree or two. This means better health for every member of the family... an absence of colds, grippe, and "flu" due to overheating and underheating. Learn more about this labor-saving, care-free system. You owe it to her. Mail the coupon!

### MAIL THIS COUPON For Free Booklet!

The Gas Company. Send your free booklet to tell about automatic gas heating. Also explain your special custom terms and how easy to clean my furnace.

Name.....  
Address.....  
City.....

**THE GAS COMPANY**  
"EAGER TO SERVE"

One of a Series

## Southern Cities DISTRIBUTING COMPANY

Branches in All States—A Cities Service Station

From Dixie

beyond bounds we then run the danger of a more serious recession. The interplay of forces within business is revealed by dependence of one upon another. Thus 18 per cent of the steel production in 1928 was consumed by the automobile industry which has been one of the chief sufferers in the present recession.

"At the outset I endeavored to show you that the power to stimulate essential buying in preference to luxury buying was fundamentally a problem in mass psychology influenced by construc-

tive advertising which would bring your message to the greatest number of people in the most effective way. In the *New York Times* Magazine section last Sunday I noted five New England advertisements, one for fish, one for specially packed apples, two for maple sugar and one for woolen throw blankets made in Vermont. Four out of five were advertising goods made by the shrewd Green Mountain folks—who by the way do very well when they come to New York City to live permanently. Economically the stage seems set for you. Why not go ahead?"

In California, they are telling the nation's business and industrial leaders that factories located in the San Francisco Metropolitan Bay Area now can be supplied with the most economical and efficient fuel—natural gas.

The Pacific Gas and Electric Company is using local newspapers as well as seven national magazines.

## Technical Section

B. V. PFEIFFER, Chairman

H. W. HARTMAN, Secretary

R. G. GRISWOLD, Vice-Chairman

# Tentative Method of Test for Size of Anthracite

**C**OMMENT and criticism are being invited by the American Society for Testing Materials, with reference to the Tentative Method Test for Size of Anthracite (D 310-29 T) and the Tentative Method of Test for Sieve Analysis of Crushed Bituminous Coal (D 311-29 T) presented at the 1929 annual meeting of the society for testing materials by the Society's Committee D-5 on Coal and Coke. The committee wishes to draw the attention of our readers to these specifications and invites all interested to send written criticism to the secretary of the committee, W. A. Selvig, United States Bureau of Mines, 4800 Forbes Street, Pittsburgh, Pa.

Below are the methods of test in question. However, it should be borne in mind that this information is tentative only and subject to revision before final adoption.

### TENTATIVE METHOD OF TEST FOR SIZE OF ANTHRACITE

*A.S.T.M. Designation: D 310-29 T*

This is a *Tentative Standard*, published for the purpose of eliciting criticism and suggestions, and as such is subject to annual revision.

Issued, 1929.

1. This method of test covers the screen tests of anthracite to determine the percentage of undersize or oversize in any given commercial size.

#### Apparatus

2. The screens for testing the various sizes of anthracite shall consist of No. 16 U. S. gage metal plates with staggered round openings. Screens mounted in hardwood box frames 16 to 20 in. square are satisfactory for

<sup>1</sup>The names of anthracite sizes and the size of screen openings for broken, egg, stove, chestnut, and pea sizes are in conformity with those recommended by the Anthracite Operators' Conference of June 8, 1928.

<sup>2</sup>For methods of testing sieves see the Standard Specifications for Sieves for Testing Purposes (A.S.T.M. Designation: E 11), 1927 Book of A.S.T.M. Standards, Part II, p. 917.

<sup>3</sup>1927 Book of A.S.T.M. Standards, Part II, p. 530.

testing chestnut, pea, and buckwheat sizes of anthracite. For broken, egg, and stove sizes it is more convenient to use screens square or rectangular in shape having an area of 4 to 6 sq.ft. The screens may conveniently be mounted on a rack, so as to slide like a drawer, with a pan underneath to catch the undersize.

3. The screen openings for testing the different commercial sizes of anthracite<sup>1</sup> shall be as follows:

Size	Size of Round-Hole Opening in Testing Screens
Broken .....	Passing a $4\frac{1}{16}$ -in. screen, retained on a $3\frac{1}{16}$ -in. screen
Stove .....	Passing a $3\frac{1}{16}$ -in. screen, retained on a $2\frac{1}{16}$ -in. screen
Egg .....	Passing a $2\frac{1}{16}$ -in. screen, retained on a $1\frac{1}{16}$ -in. screen
Chestnut .....	Passing a $1\frac{1}{16}$ -in. screen, retained on a $\frac{31}{32}$ -in. screen
Pea .....	Passing a $\frac{11}{16}$ -in. screen, retained on a $\frac{9}{16}$ -in. screen
No. 1 Buckwheat .....	Passing a $\frac{9}{16}$ -in. screen, retained on a $\frac{7}{16}$ -in. screen
No. 2 Buckwheat (Rice) .....	Passing a $\frac{7}{16}$ -in. screen, retained on a $\frac{5}{16}$ -in. screen
No. 3 Buckwheat (Barley) .....	Passing a $\frac{5}{16}$ -in. screen, retained on a $\frac{3}{16}$ -in. screen

### TENTATIVE METHOD OF TEST FOR SIEVE ANALYSIS OF CRUSHED BITUMINOUS COAL

*A.S.T.M. Designation: D 311-29 T*

This is a *Tentative Standard*, published for the purpose of eliciting criticism and suggestions, and as such is subject to annual revision.

Issued, 1929.

1. This method is intended for the rather coarsely crushed coal, less than  $1\frac{1}{2}$  in. in size, such as is charged into coke ovens. It does not apply to powdered coal as used in boiler plants.

#### Apparatus

2. The following square-mesh sieves, so selected that the actual openings between the wires of the succeeding sizes of sieves shall have a constant ratio of 1.414 (the square root of 2), shall be used: 0.131, 0.185, 0.263, 0.371, 0.525, 0.742 and 1.050 in. Tolerances of  $\pm 5$  per cent on average openings and of 15 per cent in maximum openings are permissible.<sup>2</sup> Sieves of double-crimped wire with circular frames about 18 in. in diameter are satisfactory.

#### Sampling

3. For collecting gross samples of crushed bituminous coal, the procedure described in Sections 1 to 4, inclusive, and the directions preceding Section 1 of the Standard Method of Sampling Coal (A.S.T.M. Designation: D 21) of the American Society for Testing Materials<sup>3</sup> shall apply.

4. The gross sample of coal shall be thoroughly mixed and reduced by

quartering, without crushing, to a laboratory sample of approximately 60 lbs. in accordance with Sections 6 and 7 of the Standard Method D 21. In case the coal is wet, the gross sample shall be air-dried before reduction to the 60-lb. laboratory sample.

#### Procedure

5. The laboratory sample (approximately 60 lbs.) shall be accurately weighed. Starting with the sieve having the largest opening, the laboratory sample of coal shall be sieved in such increments as will allow the pieces to be in direct contact with the meshes after the completion of the shaking of each increment. In sieving, the coal shall be shaken rather vigorously, in order to upend the pieces, until practically no more coal will pass through the openings. The coal retained on each sieve and that which passes the smallest sieve shall be weighed separately.

6. The sieve analysis of the coal shall be reported in percentage to the nearest 0.1 per cent as follows:

(Continued on page 31)

## Publicity and Advertising Section

JAMES M. BENNETT, Chairman

ALLYN B. TUNIS, Secretary

DONALD M. MACKIE, Vice-Chairman

# Howard F. Weeks Joins Consolidated Gas Staff

HOWARD F. WEEKS, who recently resigned his position as secretary of the Publicity and Advertising Section of the American Gas Association and editor of the A. G. A. Monthly, to become affiliated with the advertising department of the Consolidated Gas Company, New York, was the honor guest at a testimonial dinner at the Engineers Club, New York, Monday evening, November 25.

Following the dinner Major Alexander Forward, Managing Director of the American Gas Association, paid a well-deserved tribute to Mr. Weeks' service to the Association and the Industry and presented him with a handsome gold watch, a gift from his many friends and co-workers.

Other speakers were Bernard J. Mullaney, president of the American Gas Association, James M. Bennett, chairman of the Publicity and Advertising Section of the Association and Major J. S. S. Richardson, director of publicity of the Joint Committee of National Utility Associations.

The following guests were in attendance: Bernard J. Mullaney, The Peoples Gas Light and Coke Company, Chicago; J. M. Bennett, Philadelphia Electric Co., Philadelphia; Chas. E. Wetzel, The United Gas Improvement Company, Philadelphia; Don Mackie, The Allied Light and Power Company, Jackson, Michigan; Frank L. Blanchard, Henry L. Doherty & Co., New York; Henry Obermeyer and N. T. Sellman, Consolidated Gas Com-



Howard F. Weeks

pany, New York; George F. Oxley, and Ernest Greenwood, National Electric Light Association, New York; J. S. S. Richardson, Joint Committee of National Utility Associations, New York; Harold O. Andrew, Gas Age-Record, New York, and the following from headquarters staff: Alexander Forward, H. W. Hartman, K. R. Boyes, J. W. West, C. W. Berghorn, E. D. Milener, Paul Ryan, J. V. O'Conner and Keith Clevenger.

out about three weeks ago, followed by letters from the office of the Publicity and Advertising Section, and broadsides descriptive of the new service went out about a week ago.

The gas industry is entering, in fact is now in the midst of, what is undoubtedly the greatest era of sales opportunity it has ever faced. Inasmuch as advertising is not only a very helpful but necessary adjunct to any successful sales effort, the new service has been planned to meet this situation. The 1930 Art and Copy Service has been prepared to be of the greatest possible assistance to member companies in selling the idea that gas is the most effective, economic and altogether practicable fuel for the promotion of health, comfort, convenience, cleanliness and sanitation in the home and efficiency and increased productivity in industry.

The new service, in addition to carrying a full compliment of suggested advertisements appealing to the desires—above mentioned—of the housewife and the home-lover, arranged with much better art-work and layout suggestions also carries a display of typical advertisements of the industry. From time to time the service will contain samples of direct-by-mail literature which has been used effectively by other gas companies. Permission for the use of cuts and text of these direct-by mail pieces may be had by requesting same from the office of the Publicity and Advertising Section. Also, from time to time, advertisements of a semi-institutional or informative character will be included in the service.

A handsome leather binder, indexed and tabbed so that copy may be filed by subjects, has been prepared and sent out to all present subscribers and will be furnished to all new subscribers. This binder has been supplied at the exact cost of preparation, and should have capacity for a two years' file. Duplicate copies of the service will be furnished each month for purpose of filing.

## Introduction New Art and Copy Service is Well Received

THE new Art and Copy Service prepared and handled under the supervision of the Publicity and Advertising Section of the Association, is being received most enthusiastically

by gas companies throughout the length and breadth of the country.

The January folder, sample of the contents of which are reproduced on following pages in this issue, was sent

## Accounting Section

J. L. CONOVER, Chairman

H. W. HARTMAN, Secretary

J. I. BLANCHFIELD, Vice-Chairman

# Continue Spring Conference

By JOHN L. CONOVER, Chairman

THE reorganization meeting of the Accounting Section Managing Committee was held at Association Headquarters on November 15. Chairmen were appointed for the continuing committees of the section and suggestions were submitted for committee personnel.

It was decided that the spring conference of the section should be continued. The conference, with a two-day program, will be held at Chicago during the latter part of March. It was further decided that the Accounting sessions at the fall convention should be held on Tuesday and Thursday afternoons and that Wednesday be devoted to an inspection of office labor-saving devices exhibits.

Below is a copy, in part, of the first of a series of letters which the Chairman plans to send to the members of the Managing Committee:

Chairman Nutt, of the Natural Gas Committee, has written to his members to determine their views on five points concerning the procedure to be followed during the coming year. The Natural Gas Representatives Committee is a relatively new body and the five items listed in Mr. Nutt's letter express clearly the problems to be solved:

First: The size of the committee.

Second: Tentative program for the activities of the committee.

Third: A plan to ascertain what the natural gas industry needs that would come within the scope of this committee.

Fourth: Whether the industry is sufficiently well represented on the various committees of the section.

Fifth: Whether any additional committees are desirable to study problems that are largely, if not entirely, peculiar to the natural gas business.

Mr. Nutt feels that the natural gas industry can be helped materially if his committee can on the one hand ascertain its needs and on the other

hand indicate clearly to the Managing Committee how these needs can best be met.

### Exhibit Committee

Sidney Curren, chairman of the Exhibit Committee, has already started an active campaign for exhibitors for the Fall Convention. Letters have been sent out to approximately 200 manufacturers of office equipment, suggesting that they plan now to exhibit their appliances at the 1930 Convention.

Three manufacturing companies who exhibited last year have again applied for space. Two of these companies have asked for twice as much space as last year. Many other companies have expressed their interest and have written to the chairman for details.

H. A. Ehrmann, of the Midland United Corporation, and W. D. MacFarlane, of the Consolidated Gas Company, New York, have been appointed members of this committee. The cooperation of all members of the Managing Committee is needed, however, to make the exhibit the success it should be.

### Committee on Office Personnel

Chairman A. M. Boyd advises that a meeting of this committee has been arranged tentatively for January 10. In addition to retaining last year's personnel, Mr. Boyd has added the following representatives to his committee: Frank Dee, Central Indiana Power Company; Paul Herring, Peoples Gas Light and Coke Company; R. W. McConnell, Philadelphia Gas Works; C. L. McGowan, Philadelphia Company; and J. A. Murtha, Westchester Lighting Company.

Although a definite program has not been determined upon, this committee expects to continue the work started last year. Two subjects will be dealt with, namely, methods of evaluating the capacities and abilities of each individual employee; and methods of

adjusting men to work and work to men.

### Papers For Spring Conference

Following the discussion at the Managing Committee meeting concerning papers to be presented at the spring conference, letters were written inviting the following speakers to take part in our program: T. V. Purcell, "Why Gas Sales Analysis?"; E. B. Luce, "Training the New Employee"; W. H. Barton, "Incentive Plans"; S. P. Farwell, "Accounting Research for Gas Utilities."

Mr. Purcell and Mr. Luce have replied in the affirmative and it is expected that Mr. Barton and Mr. Farwell will also agree to address the section.

While a paper on "Increasing Profits by Decreasing Unaccounted-for Gas" was suggested at the Managing Committee meeting, upon further consideration it was felt that this subject was essentially an engineering problem and, as such, was somewhat beyond the scope of the Accounting Section.

### Meeting Room For Fall Convention

The matter of an adequate meeting room for the Fall sessions of the Accounting Section was discussed at the meeting of the Executive Board of the Association, held on November 20. The matter was referred to Association Headquarters with the request that they cooperate with the chairman of the section to the end that ample meeting facilities be provided.

### Membership Drive

No definite action has been taken, as yet, to organize a membership drive, but the idea has met with such favorable response from the leaders of the Section that it is planned to carry on an active membership campaign during this Association year. The cooperation of each member of the Managing Committee will be enlisted in this effort.

## Commercial Section

G. E. WHITWELL, Chairman

J. W. WEST, Jr., Secretary

E. R. ACKER, Vice-Chairman

# Section Organizes for Busy Year

**C**OMMERCIAL Section plans of interest and assistance to every commercial man were adopted at an unusually well-attended meeting of the Managing Committee of the Commercial Section held recently in Pittsburgh.

George E. Whitwell of the Equitable Gas Company, Pittsburgh, Pa. Chairman of the Section, announced the following as new chairmen of the section committees.

Architects' and Builders' Service Committee, R. Little, Equitable Gas Co., Pittsburgh, Pa.  
 Domestic Range Committee, M. E. Abbott, Glenwood Range Co., Taunton, Mass.  
 House Heating Committee, F. M. Rosenkrans, The Gas Service Co., Kansas City, Mo.  
 Home Service Committee, Ruth Soule, Brooklyn Union Gas Co., Brooklyn, N. Y.  
 Incineration Committee, Louis Stotz, Kermit Incinerator Co., Ampere, N. J.  
 Laundry Committee, W. P. McCoy, Judelson Dryer Corp., Moundsville, West Virginia.  
 Merchandise Accounting Committee, H. C. Davidson, Consolidated Gas Co. of N. Y., New York, N. Y.  
 Refrigeration Committee, R. L. Hallock, Brooklyn Union Gas Co., Brooklyn, N. Y.  
 Sales Management Survey Committee, E. R. Acker, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.  
 Salesmen's Compensation Committee, Roy G. Munroe, Public Service Co. of Colorado, Denver, Colo.  
 Trade and Dealer Cooperation Committee, A. J. Peters, Consolidated Gas Co. of N. Y., New York, N. Y.  
 Water Heating Committee, Stanley Jenks, Northern Indiana Public Service Co., Hammond, Ind.  
 Window and Store Display Committee, W. G. Philp, Kings County Lighting Co., Brooklyn, N. Y.

Discussing the general plans of the Section for the year Mr. Whitwell stated that he had in mind three main objectives which are as follows:

1. Because of the rapid expansion and the increasing attention given to sales matters in the natural gas branch of the industry, it was decided that a separate discussion of natural gas aspects of all sales problems should be arranged so that the work of the Section would be of maximum benefit to natural gas companies. Every effort has been made to enlist the activities of commercial men in the natural gas field in carrying out this phase of the Section's program.

2. During the past year a number of "Interim Committee Reports" giving recommended sales policies to promote the various uses of gas were prepared

by the various committees for distribution to the appointed delegates of member gas companies. This proved to be such an important activity that the reports will be enlarged during 1930 to include not only recommended sales policies but also a brief summary of an outstanding sales plan used successfully by one company, followed by a statistical summary of the sales attained in a number of other territories. Every effort will be made to place this material in the hands of all chief operating executives, executives in charge of sales and sales managers of the industry. A special committee on Sales Promotion was appointed to take charge of this activity and also to increase the number of helpful commercial articles in trade magazines and to call the attention of executives and sales managers to these articles.

The following schedule was adopted for this activity:

February	issue, Refrigeration
March	issue, Water Heating
April	issue, Cooking
May	issue, Trade and Dealer Cooperation
June	issue, Merchandise Accounting
October	issue, House Heating

3. Believing that it is no longer necessary to sell the industry on the necessity of active sales promotion, Chairman Whitwell stated that all annual reports of the committees would deal primarily with a complete summary of methods and results in the sales promotion of the various appliances, showing how the job has been done by companies which have made an outstanding success.

Plans to repeat the annual Regional Gas Sales Conferences held in New England, New York, South and Midwest, were approved by the Committee and arrangements were made for the holding of the first Natural Gas Regional Sales Conference in Pittsburgh during February.

Several subjects of particular interest to commercial men will be covered by the committees of the Section.

Special attention will be given by the Home Service Committee to methods of increasing the proportion of customers coming in contact with gas company home service activities.

The Domestic Range Committee will outline successful methods of meeting electric competition and of increasing replacement range sales. The experience of a number of manufactured gas companies with conversion burners during the past year will form an important activity of the House Heating Committee which will also cover trial installation practice now being tried out by a number of companies, and will give particular attention to the subject of heat insulation of houses already built.

The work of the Refrigeration Committee will be very comprehensive covering retail sales methods and results, wholesale sales methods and results, servicing, and the development of the commercial field. The Committee will give particular attention to new gas refrigerators now in the development stage.

Several plans designed to help the smaller gas companies in their window and store display work are under consideration by the Window and Store Display Committee. The monthly window and store display letters of this committee will be continued and enlarged during the present year.

E. R. Acker, vice-chairman of the Section, stated that the results of a nation-wide survey of gas company merchandising and sales management practices were now coming in and that the series of text including the results of this survey and recommended sales management practices of the special committee in charge would be available to the industry during the early part of 1930. This survey will be designed not only for sales and merchandising executives, but also for branch managers, supervisors, and others directing or assisting in merchandising activities.

## Natural Gas Department

H. C. MORRIS, Chairman

E. J. STEPHANY, Secretary

H. C. COOPER, Vice-Chairman

# Natural Gas Sales Meeting At Pittsburgh Next Month

**PLANS** for the First Natural Gas Regional Sales Conference to be held in Pittsburgh on February 10 and 11 were completed at a meeting of the Council held on December 12.

Chairman R. A. Cameron, of the Manufacturers Light and Heat Company, Pittsburgh, Pa., announced that the following topics would appear on the program of the two-day conference:

### A.M. February 10, 1930

Cooperation by the Operating, Utilization and Sales Departments in Promoting Sales  
Every Employee a Salesman—Selling the Employee the Idea of Gas Service  
More and Better Home Contacts Through Meter Readers, Salesmen and Home Service Representatives

### P.M. February 10, 1930

Training Industrial Salesmen  
Industrial Sales in the Heavy Metallurgical Field  
Industrial Sales in the Light Metallurgical Field

### A.M. February 11, 1930

Best Methods of Selling House Heating, both Conversion and Gas Designed

### P.M. February 11, 1930

Effective Dealer Cooperation Plans in Manufactured Gas Territory  
How to Obtain Dealer Cooperation in Natural Gas Territory.

As indicated above the afternoon of the first day will be devoted entirely to industrial subjects and a special inspection tour will be arranged for industrial men on the following afternoon, with house heating papers on the morning of the second day.

Interesting events are being arranged in connection with the two luncheons which will form a part of the conference program.

The conference will cover the states of Pennsylvania, New York, Ohio, Maryland, West Virginia, and Kentucky, and will be held at the Hotel Schenley, Pittsburgh, Pa. The conference is sponsored by the Commercial Section of the Association in cooperation with the Pennsylvania Natural Gas Men's Association.

## Natural Gas Office Moving to Dallas

Due to the unusual expansion and growth of the natural gas industry in the Southwest and West, the Natural Gas Department of the American Gas Association, with the approval of the department's executive committee, will close its Pittsburgh office on January 1, and re-open in Dallas, Texas, it was announced last month by Managing Director, Alexander Forward, in charge of New York headquarters.

E. J. Stephany, secretary of the Natural Gas Department, will continue in charge of that division of the gas association's work at Dallas.

Mr. Stephany has been in charge of the natural gas office since shortly after it was opened following the merger of the Natural Gas Association of America with the American Gas Association. He is a graduate of the University of Wisconsin, and has been engaged in the gas business since he was awarded his engineering degree in 1913. Before accepting his present post, Mr. Stephany was with the Equitable Gas Company, Pittsburgh.



E. J. Stephany

## Millions For Gas Progress

**"THE** gas industry of the United States is spending almost half of a billion dollars this year to meet the growing demand for service, according to an authoritative report," says the *Lewiston Banner*.

"Of this total, 250 millions is to be spent by manufactured gas utilities, and 150 millions by natural gas companies.

"The amazing development of the gas industry has been an American epoch. It was once thought doomed by electricity, only to become its partner in progress. In the home and in industry gas has found a multitude of new uses and has become steadily more necessary to commercial and social activities."

## Petroleum Show Date Conflicts With A. G. A.

**Report of Committee on Future Conventions to the Managing Committee**

The Committee on Future Conventions of the American Gas Association has learned that it will not be feasible to make satisfactory arrangements with the American Petroleum Exposition and Congress for the Natural Gas Convention to be held in conjunction with the Petroleum Exposition in October, 1930. The time of the exposition conflicts with the time of the A. G. A. Convention. The next exposition after October 1930 may be held in May 1932.

The recommendations of the committee are as follows:

That the regular meetings of the Natural Gas Department for the election of officers be held at the same time and place as the annual conventions of the American Gas Association.

That a Western Division Convention without exhibits be held the week of May 6, 1930, in New Orleans.

That a Western Division Convention to be held in May, 1931, at some point decided upon by the western companies.

That an attempt be made to arrange with the Petroleum Exposition for a joint-meeting in May 1932.

That the Southwest Division hold such additional meetings as the companies may desire.

## Southern States Natural Gas to Cost \$25,000,000

A pipe line from the Louisiana gas fields to Atlanta, Ga., a distance of about 420 miles, for the purpose of furnishing natural gas to cities and industrial plants of Mississippi, Alabama and Georgia, will cost approximately \$25,000,000, according to statements presented by the Atlanta Gas Light Company to the public service commission.

In complying with an order recently issued by the commission, the company has expressed a willingness to have its rates revised when natural gas becomes available for Atlanta patrons early in 1930 according to an oral statement by the chairman of the commission, James A. Perry. The company now furnishes artificial gas.

Expenditures of more than \$22,000,000 are provided for by the 1930 budget of the Ohio Fuel Gas company and its associated companies in Chillicothe, Columbus, Toledo and Springfield, according to announcements made by the Columbus offices of the firm.

## Industrial Gas Section

C. C. KRAUSSE, Chairman

C. W. BERGHORN, Secretary

D. W. CHAPMAN, Vice-Chairman

### Industrial Sales Course Starts February 1

AT a meeting of the Managing Committee, Industrial Gas Section, held at Association headquarters on December 6, 1929, announcement was made by H. A. Sutton that the Business Training Corporation had completed its survey on industrial sales methods. Later in the day, it was announced by the working committee, which had considered the outline of the course as proposed, that it was agreed that the first unit of the course would be available on February 1.

In view of the establishment of the sales course the educational committee will not conduct a sales course in New York this year. They are prepared, however, to cooperate with other sales courses, such as that at the University of Illinois and the Massachusetts Institute of Technology.

Mr. Sutton also announced that his committee intends to make a survey of technical societies with the view of ascertaining the number and location of their various chapters. With this information the committee then would urge local gas companies to cooperate actively with the chapters of those societies located in their particular territories.

Through the committee on cooperation with educational institutions, Mr. Sutton's committee will endeavor to have more lectures on industrial utilization included in technical college curricula.

At this meeting of the Managing Committee, Industrial Gas Section, announcement of the sudden death of R. M. Searle, who was the first Chairman of the Industrial Gas Section, was made by Chairman C. C. Krausse. A resolution was adopted, appointing H. O. Andrew chairman of a committee to draw up appropriate resolutions.

Accordingly, Mr. Andrew drew up and sent to Secretary C. W. Berghorn, the following resolution:

Recognizing and appreciating the valuable contributions made to the gas industry by Robert Meredith Searle, late President of the Rochester Gas and Electric Corporation, the Managing Committee of the Industrial Gas Section of the A. G. A. records their deep sorrow at Mr. Searle's death.

Because of his service as the first chairman of the Industrial Gas Section and as an ardent advocate of the importance of this phase of the gas business, Mr. Searle was a figure of particular significance, and his loss will be felt by all industrial gas men.

### Gas In Industry

THE past 15 years, use of gas in industry has increased more than 500 per cent. If gas were to be suddenly dispensed with, more than 300,000 workers would be thrown out of employment.

Gas has many advantages, such as clean-

liness, flexibility, freedom from smoke, accurate control of heat, efficiency and economy that has given it more than 20,000 industrial uses. Recently gas has come into favor as a cooling agency.

Those who forecast, some years ago, that electricity sounded the death knell of the gas industry, were poor prophets. In both the home and in industry gas grows increasingly important as its potentialities become better known.

### Chinese Scientist Working On Industrial Gas Research Problems

ONE of the most energetic scientists engaged in research work on American Gas Association Industrial Gas projects at the present time is Frederick Shiu-Tuen Fung of Canton, China, a graduate student at the department of engineering research of the University of Michigan who is now doing graduate work in metallurgy under Mr. W. E. Jominy. Mr. Fung's work is an investigation of the effects of gases on the decarburization of steel in gas operated heat treating furnaces.

Mr. Fung, who is one of a number of Chinese graduate students on the campus of the University of Michigan, was educated in the mission schools of his native country and came to the United States in 1924. Already interested in the gas and paper industries, he has specialized in chemical engineering and all his studies have been directed to this end.

After completing his industrial gas research work at the University, Mr. Fung plans to spend a year or two of practical work in the American gas fields before returning to China.

### Gas and Aircraft Industry

AT the time of the recent Aviation show in Baltimore, Maryland, the Consolidated Gas, Electric Light & Power Company of that city issued an attractive booklet which shows the amazing extent to which gas is used in the production of airplanes. Around the large Municipal Airport is one of the largest groups of airplane and accessory factories in the country and expansion is ever taking place.

The booklet illustrates large gas heat treating furnaces, gas steam boilers, and gas factory and hangar heaters and tells in a graphic manner the savings in time and money that is enjoyed by the well-known aviation firms using gas.

An interesting feature of the booklet is a picture of the first dirigible to land in Baltimore. This was a forced landing July 31, 1909, and occurred directly

across the street from the gas company offices. Contrasted with this is a picture of several modern airplanes hovering over the company's large gas holders which are appropriately painted "The Fuel Bin of Baltimore."

### Industrial Advertising 1930 to Seven Major Sales Fields

THE Managing Committee of the Industrial Gas Section recently approved the National trade paper advertising program including list of media as recommended by the advertising committee of the section. As a result of a survey the committee felt that the seven major fields for the sale of industrial gas at this time are:

- Food and Kindred Products
- Iron and Steel Products
- Chemical and Allied Products
- Hotel and Restaurant
- Ceramic Products
- Non-ferrous products
- Machinery

Their survey also established that there appears to be no single authority responsible for the purchase of fuels or furnaces in the average American industrial factory, and influences on purchasers are brought to bear by everyone connected with the plant.

A study was also made of the reading habits of the personnel of industrial plants. As a result of these findings the committee recommended that industrial advertising for the 1930 program appear in 8 "horizontal" publications, 12 "vertical," and 5 college papers, the type of advertising to be of such a nature as to appeal to the personnel in the seven fields referred to above.

### Tentative Method of Test for Size of Anthracite

(Continued from page 26)

Retained on 1.050-in. sieve.....	%
Pass 1.050-in. retained on 0.742-in. sieve .....	.....
Pass 0.742-in. retained on 0.525-in. sieve .....	.....
Pass 0.525-in. retained on 0.371-in. sieve .....	.....
Pass 0.371-in. retained on 0.263-in. sieve .....	.....
Pass 0.263-in. retained on 0.185-in. sieve .....	.....
Pass 0.185-in. retained on 0.131-in. sieve .....	.....
Pass 0.131-in. ....	.....
Total .....	100.0

In case the sum of the percentages does not total 100.0, correction shall be made on the quantity passing through the smallest sieve so that the total will be 100.0. However, if the sum of the weights retained on each sieve and that which passes the smallest sieve shows a loss of over 0.5 per cent, the analysis shall be rejected and another test made.

## Manufacturers Section

F. G. CURFMAN, Chairman

C. W. BERGHORN, Secretary

E. S. DICKEY, Vice-Chairman

### Toronto Gas Company Shows Boom in Appliance Sales

**I**N the 81st annual report of the Consumers Gas Company of Toronto, for the year ending September 30, 1929, the following statement stands out conspicuously:

"The sale of gas appliances, by the Commercial Department, shows a very satisfactory increase in volume. Continued efforts were made during the year to stimulate the sale of gas for industrial purposes, resulting in an increase in the volume of gas used in manufacturing establishments during the year of 7 per cent as compared with last year, and an increase of 62 per cent as compared with five years ago.

"Although the increased demands made upon the Company's facilities during the year were fully and satisfactorily met," the report continues, "the directors have deemed it necessary to extend the coal gas plant at Station 'A' by the addition of four settings of Glover-West vertical retorts capable of producing 2,000,000 cubic feet of gas per day, together with waste heat boilers and the necessary primary gas condensers.

"Describing the method of gas distribution employed by the company, the General Manager stated that there had been laid some 919 miles of street mains and 1,352 miles of service pipes, the two forming a network of 2,271 miles of pipes. The extent of the area covered by this network of pipes was 18 miles east and west, by 9 miles to the north."

#### PENNSYLVANIA BETTERMENTS

A sum of \$350,000 will be spent on a construction program during the next year by the Pennsylvania Gas and Electric Company. The program will embrace extensions to be made to the distributing system and improvements to the production plant on Cottage Hill road.

### Plans For 1930 Mid-West Sales Conference

**W**R. EVANS, Chairman of the Mid-West Regional Gas Sales Council, announces that arrangements and program for the 1930 Mid-West Regional Gas Sales Conference will be completed at a meeting of the Council to be held in Chicago on January 6. The Council is composed of twenty men in charge of sales activities of gas companies located in the states of Illinois, Iowa, Missouri, Wisconsin, Michigan, Indiana, and Minnesota.

As in previous years the conference program will be devoted entirely to discussion of sales plans that have proved outstanding successes in the Mid-West territory during the past year.

The Conference is sponsored by the Commercial Section of the Association in cooperation with the several state associations in the territory covered.

### Gas Sales Meeting at Boston

The December meetings of the Sales Division of the New England Gas Association was held on Friday, December 13, at the Boston Chamber of Commerce Building. The program was arranged by Charles H. Tenney & Company with Cyrus Barnes, General Sales Manager, as Chairman. Mr. Barnes was asked by the special committee from the Association to present at this meeting a story of some accomplishment during the year 1929.

As the outstanding accomplishment for 1929, the Tenney Company had chosen the results of careful planning in handling the gas line extension in the Brockton territory. John F. Tullie, Sales Manager of the Brockton Gas Light Company, presented the results of this sales effort, bringing out the fact that his company had made appliance sales averaging \$33.33 per meter and through their appliance effort, had brought the average bill for this territory from approximately \$4 a month to a little better than \$9 a month. Mr. Tullie stressed the importance of careful planning and continuous enthusiastic effort by a group of well-trained salesmen in making these results possible.

A feature of the entertainment was a quartet composed of employees of the Haverhill Electric Company. The Malden and Melrose Gas Company also contributed to the pleasure of the evening by furnishing a comedian.

The attendance was one of the largest which has ever been gathered for one of these meetings.

### COMPARISON GAS RATES OTHER CITIES FALLACY SAYS COMMISSION

**T**HE Georgia Public Service Commission recently declared as a fallacy attempts to make comparisons of gas rates in numerous cities over the country as a means of arriving at a fair rate for gas in the City of Atlanta, in a Rule Nisi requesting the Atlanta Gas Light Company to show cause why its rates should not be revised.

The Commission said in part: "The Commission cannot fix gas rates in Atlanta predicated solely on what the rate for gas is at some other place. Conditions prevailing in Atlanta may not be the same as those existing in other cities, the rates of which are used for comparison in the instant case. Illustrative of the fallacy of such comparisons, is demonstrated in the recent newspaper stories published in the local press. In one instance rates for natural gas in the City of Boston, Massachusetts, are used as a comparison of what should be reasonable in Atlanta. As a matter of fact there is no natural gas sold in Boston. \* \* \* Illustrations of this character can be made throughout the press story referred to, all of which lead inevitably to the uncertainty and uselessness of such comparisons."

### Sees Big Growth of Manufactured Gas

Growth of the manufactured gas industry in the United States affords striking proof of the nation's inventive genius and ability to make constant improvements. In 1806 there was but one use for gas and only one dwelling in the country was illuminated by gas. Today, according to the latest available statistics, there are 21,000 uses for gas and its use requires a distributing system as extensive as that of the railroads. It takes 93,000 miles of street main to deliver manufactured gas to the country and more than 9,000,000 meters automatically check off and measure the gas as it passes into thousands of miles of smaller piping to serve more than 70,000,000 inhabitants.

More than 1,000 manufactured gas companies supply service to 4,600 cities, towns and villages, distributing annually more than 500,000,000,000 cubic feet of gas. These figures do not include other millions of people served by the natural gas industry.

*Wall Street Journal.*

## Home Service Activities

### Home Service Committee Outlines Work

**MISS RUTH SOULE**, of the Brooklyn Union Gas Company, who is chairman of the Home Service Committee for 1930, presided at a meeting of that group held at Association headquarters on December 4.

This coming year, Miss Soule pointed out, ends a three-year program of five major activities—business of home service in utilities, research work, publicity, educational work and cooperation with the Laboratory and Blue Star house plan. This work was inaugurated by the Home Service Committee in 1927.

Miss Hulda Ungericht, in her committee, plans to draw up a questionnaire to gain needed information in the operation of Home Service Departments throughout the country. Her committee also hopes to work out a system of regional meetings of Home Service Directors. P. D. Warren will act as chairman of a group on work on the problem increasing the per cent of contacts that a Home Service Department may make with the public, and Mrs. Bessie Harris will head a committee which will work on the study of "Increasing the Load."

G. W. Shawn, chairman of General Research, reported that research work, so far as the Home Service Committee is concerned, is confined to points of general interest such as service difficulties and effects of various kinds of gas service conditions on the appliance operation, the operation of new types of appliances, and interesting information which may prove valuable in publicity work. This last should be of a semi-technical nature.

The committee has no means of centralizing its research work and



Miss Ruth Soule

has little personnel which can be directly devoted to any investigations which it might wish to carry out. However, the latest available information on a number of points connected with the use of gas appliances can be collected by the sub-committee and made available to all Home Service Directors. This should be done through the medium

of the Home Service News Letter which is issued from time to time from Association Headquarters.

Although not sufficient time had been allowed to prepare a definite program in collecting the information which might be useful to the Home Service Committee, the following subjects are under consideration:

Draft hoods and dampers, therapeutic effects of radiant heaters, fire hazard and fuel consumption, appliance requirements, "bottled" gas and appliance servicing.

Miss Dorothy Shank, chairman of the Time and Temperature Committee, and Miss Elsie Hinkley's committee plans to interpret the trends of Home Service work,—how to find new ways of informing customers in an increased use of gas in the home, also how to foretell the function of Home Service Departments in the very near future, were features of the session. Miss Agnes Gleason, of the *American Gas Journal*, Miss Charlotte Hood, of the *Gas Age-Record* and Mrs. Ethel LaCour of the *Natural Gas Magazine*, comprise the personnel of the publicity committee. It is the plan of this committee to edit material which will keep awake the interest of the executives and others of the value and im-

portance of Home Service work to gas companies.

Miss Ada Bessie Swann, acting chairman of the educational committee, will carry over the plan of cooperating with educational institutions which desire assistance from the gas industry in the matter of information as to the use of gas and gas appliances.

Mrs. Cecil Harvey will carry over her chairmanship in connection with cooperation with the Blue Star Home Project.

Mrs. Luella Fisher will act as chairman to plan for the representation of Home Service at the annual convention in Atlantic City next October.

The next meeting of the Home Service Committee will be held in Chicago, March 3.

Those attending this meeting were as follows:

Ruth Soule, Chairman, The Brooklyn Union Gas Company, Brooklyn, N. Y.; Jessie McQueen, Secretary, The American Gas Association, New York, N. Y.; Kathleen Atkinson, Providence Gas Company, Providence, R. I.; Leah Anderson, Ruud Mfg. Co., Pittsburgh, Pa.; Ruth Carmen, Kings Co. Lighting Co., Brooklyn, N. Y.; Florence Chisholm, Malden & Melrose Gas Lt. Co., Malden, Mass.; Karen Fladoes, Equitable Gas Co., Pittsburgh, Pa.; Agnes Gleason, *American Gas Journal*, New York, N. Y.; Cecil Harvey, Westchester Lighting Co., Mt. Vernon, N. Y.; Bessie Harris, Conn. Lt. & Fr. Co., Bristol, Conn.; Elsie Hinkley, Tappan Stove Company, Mansfield, Ohio; Charlotte Hood, *Gas Age-Record*, New York, N. Y.; Ella L. Lambert, Milwaukee Gas Light Co., Milwaukee, Wis.; Gladys Peckham, Central Public Service Corp., Chicago, Ill.; M. P. Richardson, Ottawa Gas Company, Ottawa, Canada.; Dorothy Shank, American Stove Co., Cleveland, Ohio; Ada Bessie Swann, Public Service Elec. & Gas Co., Newark, N. J.; Hulda Ungericht, Columbus Gas & Fuel Co., Columbus, Ohio; Jane Wagner, Consolidated Gas Co. of N. Y., New York, N. Y.; Ruth Wakefield, Brockton Gas Co., Brockton, Mass.; G. W. Shawn, A. G. A. Testing Laboratory, Cleveland, Ohio; Lyle Turner, The East Ohio Gas Co., Cleveland, Ohio; P. D. Warren, The Peoples Gas Lt. & Coke Co., Chicago, Ill.; J. W. West, Jr., American Gas Association, New York, N. Y.

Guests were: Ina B. Rowe, New York, N. Y., and C. T. Henderson, Cleveland, Ohio.

Absent members of the committee were:

Mrs. Luella Fisher, Erie Stove & Mfg. Co., Erie, Pa.; Mrs. Ethel LaCour, *Natural Gas*, Cincinnati, Ohio; Miss Jessie Reed, Consumers Gas Co., Toronto, Canada; Miss Katherine Rathbone, Southern Counties Gas Co., Santa Monica, Calif.; Miss Grace Jo Mason, Pueblo Gas & Fuel Co., Pueblo, Colo.; C. C. Curtis, Fall River Gas Works, Fall River, Mass.; Ruth Kleinmaier, Central Hudson Gas & Electric Corp'n., Poughkeepsie, N. Y.

# AMERICAN GAS ASSOCIATION

## Monthly Summary of Gas Company Statistics

DECEMBER, 1929

Issued monthly by the Statistical Department of the American Gas Association  
420 Lexington Avenue, New York, N. Y.

PAUL RYAN, Statistician

**A**N increase of 12 per cent in gas sales for October, 1929, over the corresponding month of the preceding year, is indicated by reports to the Statistical Department of the American Gas Association from companies representing approximately 80 per cent of the industry. On October 31, the customers of these companies aggregated 9,607,000, an increase of 2.2 per cent over the same date a year ago.

For the first ten months of 1929, these companies reported gas sales of 361 billion cu.ft., representing an increase of 9.7 per cent for the period. Revenues from gas sales aggregated \$342,335,000, an increase of 4.4 per cent over the first ten months of 1928. This relatively slower rate of increase in revenues is the result in part of rate reductions inaugurated in various sections of the country during the period, and in part due to the more rapid increase in gas sales for industrial-commercial uses, where because of large volume consumption coupled with steady all-year-round use, or high load factor, the companies are able to profitably handle this class of business at lower than average rates.

The progress in the application of gas to industrial-commercial uses is indicated by the fact that during the initial ten months of 1929, sales for such purposes in Wisconsin increased 11 per cent, in Illinois and Connecticut 13 per cent, while Michigan registered a gain of nearly 18 per cent in this type of business.

Another factor contributing to the expansion of gas sales is represented in the use of gas for househeating. As indicative of the growth in this field may be cited an increase of 58 per cent for the ten-month period in the state of Michigan and of 120 per cent for the state of Connecticut.

In New England, October gas sales registered an increase somewhat smaller than the average for the ten-month period, the October gain being 4.5 per cent over a year ago, while the ten months' increase was 5.6 per cent. October sales in the Middle Atlantic States averaged higher than for the ten-month period, the increase for October being 3.5 per cent and for the ten-month period 2.1 per cent. Somewhat the same condition is re-

flected in the South Atlantic States, where October sales registered a gain of 4.2 per cent, compared with 3.4 per cent increase for the ten-month period. In the East North Central States, comprising Illinois, Indiana, Michigan, Ohio and Wisconsin, gas sales for the ten-month period were 9 per cent above the previous year. In the Pacific Coast States gas sales for the ten-month period increased 21 per cent while revenues gained 9.5 per cent. This region, as well as the South Central and Mountain States, where three companies have replaced manufactured with natural gas, has been characterized by greatly augmented purchases of natural gas during the period.

The amount of coke oven gas purchased from coke and steel companies for public distribution by the reporting companies, also increased materially during the ten-month period, being nearly 30 per cent above the preceding year, while coke oven gas produced by the utilities themselves increased 28 per cent during the same period.

### COMPARATIVE STATISTICS OF 97 GAS COMPANIES FOR OCTOBER, 1929—TOTAL UNITED STATES (97 Companies)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	9,607,319	9,395,681	2.2			
Gas Sales (MCF).....	37,263,449	33,143,284	12.4	361,400,415	329,427,181	9.7
Revenue (Dollars).....	34,024,074	32,748,618	3.9	342,335,607	327,754,127	4.4
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas .....	14,570,371	15,878,552	-8.2	141,689,235	155,983,514	-9.2
(b) Coal Gas .....	2,966,325	3,107,505	-4.5	28,817,237	31,938,627	-9.8
(c) Coke Oven Gas .....	3,670,856	2,954,333	24.3	35,664,891	27,824,178	28.2
(d) Oil Gas .....	2,346,761	2,498,726	-6.1	26,204,516	23,943,421	9.4
(e) Total Gas Produced.....	23,554,313	24,439,116	-3.6	232,375,879	239,689,740	-3.1
Coke Oven Gas Purchased.....	9,225,922	7,070,981	30.5	84,704,032	65,402,112	29.5
Total Mfd. Gas Produced and Purchased....	32,780,235	31,510,097	4.0	317,079,911	305,091,852	3.9
Natural Gas Purchased.....	9,104,018	5,905,706	54.1	78,324,687	51,938,208	50.8
Total Gas Produced and Purchased.....	41,884,253	37,415,803	11.9	395,404,598	357,030,060	10.7

## Geographical Grouping of Companies

GROUP A.—comprising the New England States: Connecticut, Massachusetts, New Hampshire, Rhode Island and Vermont.

GROUP B.—comprising the Middle Atlantic States: New Jersey, New York and Pennsylvania.

GROUP C.—comprising the East North Central States: Illinois, Indiana, Michigan, Ohio and Wisconsin.

GROUP D.—comprising the West North Central States: Iowa, Minnesota, Missouri, Nebraska and North Dakota.

GROUP E.—comprising the South Central and Mountain States:

Colorado, Louisiana and Tennessee.

GROUP H.—comprising the South Atlantic States: Delaware, District of Columbia, Florida, Maryland and Virginia.

GROUP I.—comprising the Pacific Coast States: California, Oregon and Washington.

### GROUP A—NEW ENGLAND STATES

(Data reported by 22 companies whose sales constitute 75% of the total sales of gas in the New England States)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	1,044,549	1,023,912	2.0			
Gas Sales (MCF).....	2,877,775	2,753,399	4.5	28,216,601	See October	5.6
Revenue (Dollars).....	3,448,443	3,350,197	2.9	33,714,803	32,386,399	4.1
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas .....	1,349,591	1,342,865	0.5	12,651,038	14,451,945	—12.5
(b) Coal Gas .....	592,571	572,427	3.5	5,951,717	6,765,787	—12.0
(c) Coke Oven Gas.....	309,070	312,206	—1.0	3,015,673	2,992,986	0.8
(d) Total Gas Produced.....	2,251,232	2,227,498	1.1	21,618,428	24,210,718	—10.7
Coke Oven Gas Purchased.....	983,390	863,006	14.0	9,416,194	5,226,462	80.2
Total Gas Produced and Purchased.....	3,234,622	3,090,504	4.7	31,034,622	29,437,180	5.4

### GROUP B—MIDDLE ATLANTIC STATES

(Data reported by 23 companies whose sales constitute approximately 85% of the sales of manufactured gas in Middle Atlantic States)

				See October		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	3,766,573	3,705,207	1.7			
Gas Sales (MCF).....	11,313,592	10,926,204	3.5	112,629,165	110,323,534	2.1
Revenue (Dollars).....	12,935,033	12,559,862	3.0	128,723,043	126,764,033	1.5
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas .....	7,538,072	8,138,543	— 7.4	72,923,808	78,695,416	—26.1
(b) Coal Gas .....	662,349	844,007	—21.5	6,343,244	8,588,741	—23.8
(c) Coke Oven Gas.....	1,890,558	1,259,617	50.1	18,626,691	12,212,001	52.5
(d) Oil Gas .....	141,954	—	—	283,486	—	—
(e) Total Gas Produced.....	10,232,933	10,242,167	— 0.1	98,377,229	99,496,158	— 1.1
Coke Oven Gas Purchased.....	2,538,080	1,885,416	34.6	22,207,696	17,603,735	26.2
Total Mfd. Gas Produced and Purchased....	12,771,013	12,127,583	5.3	120,584,925	117,099,893	3.0
Oil and Natural Gas Purchased.....	80,524	75,509	6.6	747,194	724,848	3.1
Total Gas Produced and Purchased.....	12,851,537	12,203,092	5.3	121,332,119	117,824,741	2.9

## GROUP C—EAST NORTH CENTRAL STATES

(Data reported by 27 companies whose sales constitute approximately 87% of the sale of manufactured gas in East North Central States)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	2,509,171	2,414,232	3.9		See October	
Gas Sales (MCF).....	10,017,987	9,390,615	6.7	97,709,594	89,541,245	9.1
Revenue (Dollars).....	9,478,967	8,980,351	5.6	92,174,320	86,197,343	6.9
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas .....	3,423,669	4,146,217	-17.4	35,429,613	37,402,995	-5.3
(b) Coal Gas.....	1,465,674	1,451,516	1.0	13,999,148	13,500,247	3.7
(c) Coke Oven Gas.....	1,236,244	1,136,399	8.8	11,803,299	10,265,677	15.0
(d) Oil and Natural Gas.....	430	303	—	8,255	3,104	—
(e) Total Gas Produced.....	6,126,017	6,734,435	-9.0	61,240,315	61,172,023	0.1
Coke Oven Gas Purchased.....	4,738,620	3,436,503	37.9	43,272,335	34,131,357	26.8
Total Mfd. Gas Produced and Purchased.....	10,864,637	10,170,938	6.8	104,512,650	95,303,380	9.7
Natural Gas Purchased.....	150,149	73,101	105.4	806,331	738,103	9.2
Total Gas Produced and Purchased.....	11,014,786	10,244,039	7.5	105,318,981	96,041,483	9.6

## GROUP D—WEST NORTH CENTRAL STATES

(Data reported by 8 companies whose sales constitute approximately 72% of the total sales of manufactured gas in the West North Central States)

Customers .....	438,741	431,279	1.7		See October	
Gas Sales (MCF).....	1,437,744	1,389,761	3.5	13,931,846	13,443,781	3.6
Revenue (Dollars).....	1,515,121	1,408,896	7.5	14,335,097	13,588,224	5.7
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas .....	760,650	649,343	17.1	7,073,476	6,486,495	9.0
(b) Coal Gas.....	203,995	202,664	0.7	1,987,822	2,022,214	-1.7
(c) Coke Oven Gas.....	178,853	189,936	-5.8	1,668,263	1,796,570	-7.2
(d) Total Manufactured Gas Produced.....	1,143,498	1,041,943	9.7	10,729,561	10,305,279	4.1
Coke Oven Gas Purchased.....	296,375	320,619	-7.6	2,879,031	2,835,749	1.5
Total Mfd. Gas Produced and Purchased.....	1,439,873	1,362,562	5.7	13,608,592	13,141,028	3.5
Oil and Natural Gas Purchased.....	96,928	104,755	-7.5	970,258	863,958	12.3
Total Gas Produced and Purchased.....	1,536,801	1,467,317	4.7	14,578,850	14,004,986	4.1

## GROUP E—SOUTH CENTRAL AND MOUNTAIN STATES

(Data reported by 4 companies including 3 which have changed over to natural gas)

Customers .....	202,353	194,658	4.0		See October	
Gas Sales (MCF).....	1,266,165	688,323	84.0	11,690,945	6,715,159	74.1
Revenue (Dollars).....	691,835	553,307	25.0	6,782,194	6,813,582	-0.5
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas .....	21,251	157,881	-86.5	336,475	4,906,775	-93.1
(b) Coal Gas.....	39,221	36,891	6.3	313,036	1,061,638	-70.5
(c) Total Mfd. Gas Purchased.....	60,472	194,772	-70.0	649,511	5,968,413	-89.1
Natural Gas Purchased.....	1,547,336	590,751	161.9	14,609,814	1,322,277	—
Total Gas Produced and Purchased.....	1,607,808	785,523	104.7	15,259,325	7,290,690	109.3

## GROUP H—SOUTH ATLANTIC STATES

(Data reported by 7 companies whose sales constitute approximately 68% of the total sales of gas in the South Atlantic States)

Customers .....	408,452	397,043	2.9		See October	
Gas Sales (MCF).....	1,769,626	1,698,823	4.2	17,771,868	17,184,325	3.4
Revenue (Dollars).....	1,650,719	1,608,072	2.7	16,599,668	16,347,291	1.5
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas Made.....	1,339,006	1,309,531	2.3	11,891,439	12,783,496	-7.0
Coke Oven Gas Purchased.....	669,457	565,437	18.4	6,928,776	5,604,809	23.6
Total Gas Produced and Purchased.....	2,008,463	1,874,968	7.1	18,820,215	18,388,305	2.4

## GROUP I—PACIFIC COAST STATES

(Data reported by 6 companies whose sales constitute approximately 82% of the total sales of gas in the Pacific Coast States)  
(Two companies distribute natural gas and Pacific Gas and Electric Co. is changing over to natural gas)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	1,237,480	1,229,350	0.7	<i>See October</i>		
Gas Sales (MCF).....	8,580,560	6,296,159	36.3	79,450,396	65,510,262	21.3
Revenue (Dollars).....	4,303,956	4,287,933	0.4	50,006,482	45,657,255	9.5
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas .....	138,132	134,173	2.9	1,383,386	1,256,392	10.1
(b) Coal Gas.....	2,515	—	—	22,270	—	—
(c) Oil Gas.....	2,204,377	2,498,423	—11.8	25,912,775	23,940,317	8.2
(d) Coke Oven Gas.....	56,131	56,175	—0.1	550,965	556,944	—1.1
(e) Total Manufactured Gas Produced....	2,401,155	2,688,771	—10.7	27,869,396	25,753,653	8.2
Natural Gas Purchased.....	7,229,081	5,061,590	42.8	61,191,090	48,289,022	26.7
Total Gas Produced and Purchased.....	9,630,236	7,750,361	24.3	89,060,486	74,042,675	20.3

## STATE OF MASSACHUSETTS

(Data reported by 11 companies whose sales constitute 77% of the total sales of gas in the state of Massachusetts)

Customers .....	665,585	654,313	1.7	<i>See October</i>		
Gas Sales (MCF).....	1,744,969	1,714,481	1.8	17,255,721	16,618,014	3.8
Revenue (Dollars).....	2,090,995	2,084,573	0.3	20,612,279	20,119,322	2.5
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas.....	937,275	929,067	0.9	8,823,972	8,586,806	2.8
(b) Coal Gas.....	428,137	404,629	5.8	4,329,541	4,086,769	5.9
(c) Coke Oven Gas.....	65,452	63,793	2.6	638,431	632,260	1.0
(d) Total Gas Produced.....	1,430,864	1,397,489	2.4	13,791,944	13,305,835	3.7
Coke Oven Gas Purchased.....	529,276	501,561	5.5	4,994,384	4,822,122	3.6
Total Gas Produced and Purchased.....	1,960,140	1,899,050	3.2	18,786,328	18,127,957	3.6

## STATE OF CONNECTICUT

(Data reported by 5 companies whose sales constitute 76% of the total sales of gas in the state of Connecticut)

<b>Customers</b>						
Domestic .....	220,207	215,108	2.4	<i>See October</i>		
Househeating .....	591	326	81.3			
Industrial and Commercial.....	8,880	7,885	12.6			
Miscellaneous .....	117	116	—			
Total .....	229,795	223,435	2.9			
<b>Gas Sales (MCF)</b>						
Domestic .....	511,871	467,763	9.4	4,905,741	4,578,816	7.1
Househeating .....	17,797	6,397	178.2	224,062	101,797	120.1
Industrial and Commercial.....	153,084	129,474	18.2	1,518,297	1,340,766	13.2
Miscellaneous .....	2,083	1,390	—	20,726	20,547	—
Total .....	684,835	605,024	13.2	6,668,826	6,041,926	10.4
<b>Revenue (Dollars)</b>						
Domestic .....	667,150	607,341	9.9	6,370,620	5,928,661	7.5
Househeating .....	15,181	6,195	145.1	187,598	92,445	102.9
Industrial and Commercial.....	142,295	128,095	11.1	1,408,711	1,317,729	6.9
Miscellaneous .....	1,522	889	—	15,656	15,139	—
Total .....	826,149	742,520	11.3	7,982,586	7,353,974	8.6
<b>Gas Produced and Purchased (MCF)</b>						
<i>Gas Produced</i>						
(a) Water Gas.....	259,381	282,864	—8.1	2,441,650	4,572,186	—46.6
(b) Coal Gas.....	33,688	37,360	—9.8	328,448	1,457,996	—77.5
(c) Total Gas Produced.....	293,069	320,224	—8.5	2,770,098	6,030,182	—54.6
Coke Oven Gas Purchased.....	454,114	361,445	25.6	4,421,810	404,340	—
Total Gas Produced and Purchased.....	747,183	681,669	9.6	7,191,908	6,434,522	11.8

## STATE OF NEW YORK

(Data reported by 10 companies whose sales constitute 85% of the total manufactured gas sales in the state of New York)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	2,264,294	2,219,790	2.0	See October		
Gas Sales (MCF).....	6,639,172	6,412,274	3.5	66,807,052	66,382,228	0.6
Revenue (Dollars).....	7,668,135	7,434,469	3.1	76,933,725	76,690,085	0.3
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas.....	4,757,860	5,149,586	-7.6	44,883,179	50,210,755	-10.6
(b) Coal Gas.....	562,982	530,896	6.0	5,450,693	5,606,204	-2.8
(c) Coke Oven Gas.....	1,809,690	1,175,048	54.0	17,795,751	11,332,300	57.0
(d) Total Gas Produced.....	7,130,532	6,855,530	4.0	68,129,623	67,149,259	1.5
Coke Oven Gas Purchased.....	361,136	306,913	17.7	3,323,003	2,812,284	18.2
Total Gas Produced and Purchased.....	7,491,668	7,162,443	4.6	71,452,626	69,961,543	2.1

## STATE OF NEW JERSEY

(Data reported by 3 companies whose sales constitute 90% of the total sales of gas in the state of New Jersey)

Customers .....	803,181	803,644	-0.6*	See October		
Gas Sales (MCF).....	2,291,235	2,201,912	4.1	22,591,024	21,624,171	4.5
Revenue (Dollars).....	2,805,118	2,697,092	4.0	27,684,902	26,537,786	4.3
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas Made.....	1,426,613	1,400,919	1.8	14,206,504	13,552,086	4.8
Coke Oven Gas Purchased.....	1,187,710	1,117,675	6.3	10,623,943	10,239,063	3.8
Total Gas Produced and Purchased.....	2,614,323	2,518,594	3.8	24,830,447	23,791,149	4.4

\* Due to billing irregularities.

## STATE OF PENNSYLVANIA

(Data reported by 10 companies whose sales constitute 81% of the manufactured gas sales in the state of Pennsylvania)

Customers .....	699,098	681,773	2.5	See October		
Gas Sales (MCF).....	2,383,185	2,312,018	3.1	23,231,089	22,317,135	4.1
Revenues (Dollars).....	2,461,780	2,428,301	1.4	24,104,416	23,536,122	2.4
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas.....	1,353,599	1,588,038	-14.7	13,834,125	14,932,575	-7.4
(b) Coal Gas.....	99,367	313,111	-68.3	1,092,551	2,982,537	-63.4
(c) Coke Oven Gas.....	80,868	84,569	-4.4	830,940	879,701	-5.5
(d) Oil Gas.....	141,954	—	—	283,486	—	—
(e) Total Gas Produced.....	1,675,788	1,985,718	-15.6	16,041,102	18,794,813	-14.7
Coke Oven Gas Purchased.....	989,234	460,828	114.6	8,260,750	4,552,388	81.5
Oil Still Gas Purchased.....	80,524	75,509	6.6	747,194	724,848	3.1
Total Gas Produced and Purchased.....	2,745,546	2,522,055	8.9	25,049,046	24,072,049	4.1

## STATE OF ILLINOIS

(Data reported by 8 companies whose sales constitute 94% of the total sales of gas in the state of Illinois.)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
<i>Customers</i>						
Domestic .....	1,194,808	1,169,773	2.1	See October		
Househeating .....	8,824	7,241	21.9			
Industrial and Commercial .....	69,552	70,468	— 1.3			
Miscellaneous .....	217	208	—			
Total (7 companies which segregate) .....	1,273,401	1,247,690	2.1			
Grand Total (8 companies) .....	1,278,732	1,252,915	2.1			
<i>Gas Sales (MCF)</i>						
Domestic .....	3,013,129	2,869,443	5.0	29,257,074	27,996,734	4.5
Househeating .....	116,831	87,987	32.8	2,219,970	1,748,198	27.0
Industrial and Commercial .....	1,468,432	1,343,658	9.3	14,199,359	12,603,868	12.6
Miscellaneous .....	11,115	13,044	—	112,598	108,453	—
Total (7 companies which segregate) .....	4,609,507	4,314,132	6.8	45,789,001	42,457,253	7.8
Grand Total (8 companies) .....	4,620,163	4,324,246	6.8	45,883,764	42,545,474	7.8
<i>Revenue (Dollars)</i>						
Domestic .....	3,301,694	3,158,486	4.5	32,022,494	31,024,315	3.2
Househeating .....	98,868	73,817	33.9	1,758,219	1,384,113	27.0
Industrial and Commercial .....	1,088,925	1,030,861	5.6	10,641,494	10,072,062	5.6
Miscellaneous .....	6,462	7,631	—	68,500	63,393	—
Total (7 companies which segregate) .....	4,495,949	4,270,795	5.3	44,490,707	42,545,883	4.6
Grand Total (8 companies) .....	4,512,928	4,286,929	5.3	44,643,715	42,694,884	4.6
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas .....	1,593,411	2,255,314	—29.3	15,818,042	21,249,599	—25.6
(b) Coal Gas .....	54,116	103,951	—47.9	621,599	1,026,480	—39.4
(c) Coke Oven Gas .....	844,208	759,596	11.1	8,111,774	6,681,351	21.4
(d) Total Gas Produced .....	2,491,735	3,118,861	—20.1	24,551,415	28,957,430	—15.2
Coke Oven Gas Purchased .....	2,673,142	1,695,999	56.1	24,855,290	16,805,885	47.9
Total Mfd. Gas Produced and Purchased .....	5,164,877	4,814,860	7.3	49,406,705	45,763,315	7.9
Natural Gas Purchased .....	8,730	7,218	20.9	76,357	73,420	4.0
Total Gas Produced and Purchased .....	5,173,607	4,822,078	7.3	49,483,062	45,836,735	7.9

NOTE: Of the eight reporting companies 7 segregate customers, sales and revenue while one company reports only totals. The data shown for the domestic, househeating and industrial-commercial classifications are based only on the reports of the seven companies which segregate items.

## STATE OF INDIANA

(Data reported by 7 companies whose sales constitute 93% of the total sales of manufactured gas in the state of Indiana)

Customers .....	310,817	296,959	4.7	See October		
Gas Sales (MCF) .....	1,226,907	1,137,791	7.8	11,701,883	10,786,533	8.5
Revenue (Dollars) .....	1,237,826	1,170,935	5.7	11,835,164	11,111,826	6.5
<i>Gas Produced and Purchased (MCF)</i>						
<i>Gas Produced</i>						
(a) Water Gas .....	503,341	402,099	25.2	4,616,187	3,592,873	28.5
(b) Coal Gas .....	134,329	154,623	—13.1	1,422,881	1,496,798	—9.5
(c) Coke Oven Gas .....	310,953	294,948	5.4	2,885,741	2,809,665	2.7
(d) Other Gas .....	193	—	—	5,603	—	—
(e) Total Gas Produced .....	948,816	851,670	11.4	8,930,412	7,899,336	13.7
Coke Oven Gas Purchased .....	369,513	393,041	— 6.0	3,948,224	3,654,859	8.0
Total Mfd. Gas Produced and Purchased .....	1,318,329	1,244,711	5.9	12,878,636	11,554,195	11.5
Natural Gas Purchased .....	108,661	35,871	202.9	456,372	370,794	23.1
Total Gas Produced and Purchased .....	1,426,990	1,280,582	11.4	13,335,008	11,924,989	11.8

## STATE OF MICHIGAN

(Data reported by 4 companies whose sales constitute 91% of the total sales of gas in the state of Michigan)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
<b>Customers</b>						
Domestic .....	606,971	571,656	6.2	See October		
Househeating .....	1,170	816	43.4			
Industrial and Commercial .....	7,089	5,436	30.4			
Total .....	615,230	577,908	6.5			
<b>Gas Sales (MCF)</b>						
Domestic .....	2,161,033	2,091,616	3.3	20,303,483	18,654,540	8.8
Househeating .....	44,466	29,819	49.1	538,320	340,945	57.9
Industrial and Commercial .....	757,536	704,357	7.6	8,128,798	6,902,971	17.8
Miscellaneous .....	595	1,028	—	6,441	9,474	—
Total .....	2,963,630	2,826,820	4.8	28,977,042	25,907,930	11.9
<b>Revenue (Dollars)</b>						
Domestic .....	1,984,797	1,920,527	3.3	18,753,139	17,236,227	8.8
Househeating .....	35,030	23,076	51.8	405,228	252,186	60.7
Industrial and Commercial .....	556,299	508,440	9.4	5,855,458	5,024,397	16.5
Miscellaneous .....	2,588	3,872	—	29,166	36,840	—
Total .....	2,578,714	2,455,915	5.0	25,042,991	22,549,650	11.1
<b>Gas Produced and Purchased (MCF)</b>						
<b>Gas Produced</b>						
(a) Water Gas .....	1,074,100	1,014,897	5.8	11,262,526	8,149,301	38.2
(b) Coal Gas .....	832,826	779,409	6.9	7,673,125	7,405,681	3.6
(c) Coke Oven Gas .....	81,083	81,855	— 0.9	805,783	774,661	4.0
(d) Other Gas .....	237	303	— 21.8	2,652	3,104	— 14.6
(e) Total Gas Produced .....	1,988,246	1,876,464	6.0	19,744,086	16,332,747	20.9
Coke Oven Gas Purchased .....	1,067,798	1,029,420	3.7	10,042,179	10,318,197	— 2.7
Total Gas Produced and Purchased .....	3,056,044	2,905,884	5.2	29,786,265	26,650,944	11.8

## STATE OF WISCONSIN

(Data reported by 7 companies whose sales constitute 91% of the total sales of gas in the state of Wisconsin)

<b>Customers</b>						
Domestic .....	222,936	212,173	5.1	See October		
Househeating .....	785	597	31.5			
Industrial and Commercial .....	9,535	8,227	15.9			
Total (5 companies which segregate) .....	233,256	220,997	5.5			
Grand Total (7 companies) .....	288,474	270,495	6.6			
<b>Gas Sales (MCF)</b>						
Domestic .....	672,904	612,918	9.8	6,031,391	5,747,403	4.9
Househeating .....	21,529	14,160	52.0	292,465	177,853	64.4
Industrial and Commercial .....	260,076	231,699	12.2	2,453,160	2,207,658	11.1
Total (5 companies which segregate) .....	954,509	858,777	11.1	8,777,016	8,132,914	7.9
Grand Total (7 companies) .....	1,156,992	1,052,554	9.9	10,675,939	9,833,557	8.6
<b>Revenue (Dollars)</b>						
Domestic .....	659,821	611,914	7.8	5,977,187	5,756,207	3.8
Househeating .....	15,622	10,453	49.4	205,593	123,644	66.3
Industrial and Commercial .....	184,944	165,943	11.5	1,748,266	1,602,961	9.1
Total (5 companies which segregate) .....	860,387	788,310	9.1	7,931,046	7,482,812	6.0
Grand Total (7 companies) .....	1,084,183	1,002,111	8.2	10,034,660	9,381,538	7.0
<b>Gas Produced and Purchased (MCF)</b>						
<b>Gas Produced</b>						
(a) Water Gas .....	230,599	451,894	— 49.0	3,508,748	4,198,593	— 16.4
(b) Coal Gas .....	444,403	413,533	7.5	4,281,562	3,571,288	19.9
(c) Total Gas Produced .....	675,002	865,427	— 22.0	7,790,310	7,769,881	0.3
Coke Oven Gas Purchased .....	628,167	318,043	97.5	4,398,826	3,352,416	31.2
Total Gas Produced and Purchased .....	1,303,169	1,183,470	10.1	12,189,136	11,122,297	9.5

NOTE: Of the seven reporting companies, five segregate customers, sales and revenue while two companies report only totals. The data shown for the domestic, househeating and industrial-commercial classifications are based only on the reports of five companies which segregate items.

## STATE OF CALIFORNIA

(Data reported by 4 companies whose sales constitute 76% of the total gas sales in the state of California)  
(Two companies distribute Natural Gas\*)

	Month of October			Ten Months Ending October 31		
	1929	1928	Per cent Increase	1929	1928	Per cent Increase
Customers .....	1,083,929	1,076,439	0.7			
Gas Sales (MCF) .....	8,146,162	5,850,383	39.2	74,474,706	60,691,424	22.7
Revenue (Dollars) .....	3,801,341	3,780,788	0.5	44,712,153	40,444,194	10.6
<b>Gas Produced and Purchased (MCF)</b>						
Gas Produced						
(a) Water Gas .....	21,817	21,558	1.2	218,396	164,759	32.6
(b) Oil Gas .....	1,891,267	2,155,053	-12.3*	22,339,427	20,506,276	8.9
(c) Total Manufactured Gas Produced .....	1,913,084	2,176,611	-12.1	22,557,823	20,671,035	9.1
Natural Gas Purchased .....	7,229,081	5,061,590	42.8	61,191,090	48,289,022	26.7
Total Gas Produced and Purchased .....	9,142,165	7,238,201	26.3	83,748,913	68,960,057	21.4

\* Pacific Gas & Electric Company changing over to Natural Gas.

## Grand Old Man of Gas Industry Passes to the Immortal Reward

(Continued from page 11)

to make it a worthy and fitting instrument of public service. The impress of his work and character will long remain to encourage and inspire those who come after him.

GEO. B. CORTELYOU,  
New York City

May I tender my sincere regrets and offer my sympathy to the family and associates of George Ramsdell, whose death has called one of the active and potent factors for the advancement of our industry to his eternal rest.

CHAS. A. MUNROE,  
New York City

Dear old George Ramsdell. The older men among us will miss his kindly presence and will remember him in the days when he was a real pioneer in the gas industry in the smaller towns and in the Association work. I don't believe he made an enemy in all the years of his activities. His accomplishments don't look very big compared with what has happened in the recent years but they were important at the time and with the facilities he had to work with even more remarkable. In later years his physical disability and his lack of technical training made it impossible for him to keep up but he never lost interest in the progress of

any of his many friends nor in the work that was being done in the utility field and more particularly in Association work which he had been connected with and interested in nearly all of his many years in the game.

R. B. BROWN, Past President,  
American Gas Association,  
Chicago, Ill.

The passing of our dear friend, George Ramsdell, takes from us one of the last members of the Old Guard. He was a staunch friend and comrade of us all and will be greatly missed. Extend to his family my sincerest sympathy.

J. B. KLUMPP, Past President,  
American Gas Association,  
Philadelphia, Pa.

The passing of George Gould Ramsdell takes one of the pioneers of our industry out of the field to which he has contributed so richly and so sincerely of his best thought and effort, over a period of more than sixty years; he has not been taken, however, out of the loving memory of the many who have been associated with him during those years and who had come to know the man and appreciate his worth and character.

A. B. MACBETH,  
Los Angeles, California

Mr. Ramsdell's wealth of experience, his life-long devotion to the industry, his tempered vision, and his broad outlook, made his a unique place in our industry. His

simplicity of manner and kindness of heart, as well as his fidelity to the industry's welfare were generously revealed to me in an association which lasted more than 25 years, and which was further strengthened through our work together when the American Gas Association was formed, and during the years since.

Strikingly characteristic of Mr. Ramsdell was the encouragement which he constantly offered to the younger men with whom he came in contact. This, I believe, will prove to be one of the most lasting of his many and important contributions to the advancement of our business.

OSCAR H. FOGG,  
New York City

George Ramsdell's life was full of real riches. He was rich in good health until the last week of a long life; rich in the desire and the capacity for earnest, efficient service; rich in self respect and in self control; rich in consideration for others; rich in simple faith; rich in optimism; and, above all, rich in the affections of his family, his friends and his associates.

In his departure American Gas Association headquarters has suffered a heavy loss. He will be greatly missed. But he leaves an inspiring memory; could anyone leave more?

ALEXANDER FORWARD,  
Managing Director,  
American Gas Association

## Indications For Continued Growth of Gas Industry In New England

By JOHN J. QUINN

President, New England Gas Association

A PERSONAL check-up reveals that without exception the managements of New England gas companies have made extensive plans for the expansion of their facilities and service for 1930. While definite total figures are not at present available a substantial increase in investment will be made. Such a program will necessarily require added personnel in many departments of industry.

The year 1929 produced healthy increases in gas and gas appliance sales for New England companies generally

and in many instances record gains were made. The outlook for 1930 is most indicative of further gains. New England gas companies will increase their sales and advertising activities in which plans the cooperative newspaper, direct mail advertising, radio broadcasting and publicity programs will give a substantial background assuring a most wholesome public reception for a greater sale of gas appliances and a greater use of gas service throughout our territory.

### Modernism Marks 1929 Growth of Gas Industry

(Continued from page 5)

this gas is distributed in an unmixed form.

The gas industry now is pushing research. It has made marked progress in refrigerating and heating, but believes the surface hardly has been scratched in other fields. Some of the revolutionary changes of an engineering character scheduled to come in the industry include the combining of gas, steam and electrical production in single plants where coal will be completely processed, the development of a gas-fired turbine for the generation of electricity which may make possible the locating of future combination utility plants at the coal source or mine mouth, thereby eliminating heavy investment costs.

### Hoover Hears Gas Plans for 1930

(Continued from page 9)

Other representatives of the American Gas Association attending the Washington conference were:

Howard Bruce, chairman of board, Bartlett Hayward Co., Baltimore, Md.

C. E. Paige, Vice-President of the American Gas Association, vice-president, The Brooklyn Union Gas Co., Brooklyn, N. Y.

P. H. Gadsden, vice-president, The

United Gas Improvement Co., Philadelphia, Pa.

George B. Cortelyou, president, Consolidated Gas Co., New York, N. Y.

Frank T. Hulswit, president, American Commonwealths Power Corp., New York, N. Y.

J. E. Zimmerman, president, The United Gas Improvement Co., Philadelphia, Pa.

A. B. Tenney, Charles H. Tenney & Co., Inc., Boston, Mass.

Alexander Forward, Managing Director, American Gas Association, New York, N. Y.

### Gas Gains Popularity as the Ideal Fuel

(Continued from page 3)

this ideal fuel in hitherto undreamed of quantities.

Main trunk line building is well under way. This will, of course, be followed by years of active expansion and extension of small lines from the main trunk lines, first to the larger communities and later to the smaller centers. The consolidations of separate lines are already beginning. In all likelihood there will ensue an era of gradual consolidations, with physical connections and tie-ins following, similar to phases which the electric light and power industry have experienced in recent years, and which is very strikingly evident at this time.

In view of these possibilities for growth let me urge all those engaged in the gas industry, regardless of what branch they may be identified with, whether it be in operations, in finance, in commercial sales, or the allied branches of appliance and machinery manufacture, to support with undiminished enthusiasm the activities of the American Gas Association for increased effort in its program of research work, for the development of more economic and efficient utilization methods for gas in industry, in commerce and in the home; for a keener appreciation of the obligations of the sales opportunities of our business; for the whole-hearted and unstinted cooperation of the entire industry, through its Association, to the end that the industry's growth may continue in the same gratifying ratio as it has in the past.

### Three- to Five-year Program Promotes Gas Progress

(Continued from page 6)

strated the pivotal position occupied by the American Gas Association in the industrial life of the country. Its administration is but one of the Association's many activities—one to which all of us can point with great pride as reflecting the cooperative spirit that invests the entire industry.

While the gas business is more than one hundred years old, its outlook as exemplified in the American Gas Association's Three- to Five-Year Program, makes it as youthful and forward-looking as any of its contemporaries.

R. R. Brandenthaler was killed instantly and M. A. Miles, died of burns received when experimental oil production rig at Bartlesville, Okla., station, Bureau of Mines, was destroyed by explosion December 13. Cause has not been ascertained.

### Gas Service in Queens

(Continued from page 7)

female employees. A matron is in charge of this room which is modern in every respect. Also on the second floor is the accounting division.

On the third floor are the collectors, the district salesmen and the members of the addressograph department.

## Associations Affiliated with A. G. A.

### Canadian Gas Association

Pres.—Kenneth L. Dawson, Nova Scotia Light & Power Co., Ltd., Halifax, N. S.  
Sec.-Tr.—G. W. Allen, 21 Astley Avenue, Toronto.  
Conv., June 24, 25, 1930, Halifax, N. S.

### Colorado Utilities Association

Pres.—H. S. Robertson, Denver Tramway Corp., Denver, Colo.  
Sec.-Tr.—O. A. Weller, Public Service Co. of Colo., Denver, Colo.  
Conv., 1930.

### Empire State Gas and Electric Association

Pres.—William J. Welsh, New York & Richmond Gas Co., Staten Island, New York.  
Chairman Gas Section—R. Van Vliet, New York & Richmond Gas Co., Staten Island, N. Y.  
Sec.—C. H. B. Chapin, Grand Central Terminal, New York, N. Y.  
Conv., 1930.

### Illinois Gas Association

Pres.—E. E. Lungren, Western United Gas & Electric Co., Aurora, Ill.  
Sec.-Tr.—George Schwane, 305 Illinois Mine Workers Bldg., Springfield, Ill.  
Conv., March 19 & 20, 1930, Springfield, Ill.

### Indiana Gas Association

Pres.—C. L. Kirk, Citizens Gas Co., Indianapolis, Ind.  
Sec.-Tr.—F. W. Budd, Central Indiana Gas Co., Muncie, Ind.  
Conv., 1930.

### Michigan Gas Association

Pres.—A. I. Snyder, Detroit City Gas Co., Detroit, Mich.  
Sec.-Tr.—A. G. Schroeder, Grand Rapids Gas Light Co., Grand Rapids, Mich.  
Conv., June 30, July 1 & 2, 1930, Grand Hotel, Mackinac Island, Mich.

### Mid-West Gas Association

Pres.—E. H. Viereg, Central Power Co., Grand Island, Nebr.  
Sec.-Tr.—Roy B. Searing, Sioux City Gas & Electric Co., Sioux City, Iowa.  
Conv., Waterloo, Iowa, Apr. 14-16, 1930.

### Missouri Association of Public Utilities

Pres.—T. J. Strickler, Kansas City Gas Co., Kansas City, Mo.  
Sec.-Tr.—F. D. Beardslee, 315 N. 12th St., St. Louis, Mo.  
Conv., 1930.

### New England Gas Association

Pres.—J. J. Quinn, Boston Consolidated Gas Co., Quincy, Mass.  
Exec. Sec.—C. D. Williams, 41 Mount Vernon St., Boston, Mass.  
Chairman Operating Div.—Isaac T. Had-dock, Cambridge Gas Light Co., Cambridge, Mass.  
Secretary Operating Div.—H. G. Taylor, Lawrence Gas & Electric Co., Lawrence, Mass.  
Chairman Sales Div.—J. H. Sumner, Cambridge Gas Light Co., Cambridge, Mass.  
Sec.-Tr. Sales Div.—A. M. Slattery, Hoffman Heater Co., Boston, Mass.  
Chairman Industrial Div.—L. B. Crossman, Boston Consolidated Gas Co., Boston, Mass.  
Sec.-Tr.—Industrial Div.—Chas. H. O'Donnell, Boston Consolidated Gas Co., Boston, Mass.  
Chairman Acctg. Div.—R. D. Washburn, Massachusetts Lighting Co., Boston, Mass.  
Sec.-Treas. Acctg. Div.—Otto Price, Boston Consolidated Gas Co., Boston, Mass.  
Chairman Manufacturer Div.—T. H. Piser, Welsbach Co., Boston, Mass.  
Sec.-Treas. Manufacturers Div.—J. H. McPherson, 250 Stuart St., Boston, Mass.  
Conv., Feb. 19 & 21, 1930, Hotel Statler, Boston, Mass.

### New Jersey Gas Association

Pres.—R. A. Koehler, Public Service Electric & Gas Co., Newark, N. J.  
Sec.-Tr.—H. E. Cliff, Public Service Electric & Gas Co., Newark, N. J.  
Conv., April 11, 1930, Asbury Park, N. J.

### Ohio Gas and Oil Men's Association

Pres.—L. K. Langdon, Union Gas & Electric Co., Cincinnati, Ohio.  
Sec.-Tr.—Wm. H. Thompson, 811 First National Bank Bldg., Columbus, Ohio.  
Conv., 1930.

### Oklahoma Utilities Association

Pres.—T. R. Weymouth, Oklahoma Natural Gas Corp., Tulsa, Okla.  
Mgr.—E. F. McKay, 1020 Petroleum Bldg., Oklahoma City, Okla.  
Conv., March 11, 12 & 13, 1930, Tulsa, Okla.

### Pacific Coast Gas Association

Pres.—F. H. Bivens, Southern Counties Gas Co., Los Angeles, Calif.  
Mang. Dir.—Clifford Johnstone, 447 Sutter St., San Francisco, Calif.  
Conv., Sept. 9-12, 1930, Hotel Huntington, Pasadena, Calif.

### Pennsylvania Gas Association

Pres.—W. A. Norris, Lebanon Valley Gas Co., Lebanon, Pa.  
Sec.-Tr.—Frank W. Lesley, Pennsylvania Gas & Electric Co., York, Pa.  
Conv., Apr. 29, 30 & May 1, 1930, Wernersville, Pa.

### Pennsylvania Natural Gas Men's Association

Pres.—Geo. E. Whitwell, Equitable Gas Co., Pittsburgh, Pa.  
Sec.-Tr.—B. H. Smyers, Jr., 435 Sixth Ave., Pittsburgh, Pa.  
Conv., 1930.

### Southern Gas Association

Pres.—D. H. Levan, Jacksonville Gas Co., Jacksonville, Fla.  
Sec.-Tr.—G. H. Schlatter, Birmingham Gas Co., Birmingham, Ala.  
Conv., April 22, 23, 24, 1930, Savannah, Ga.

### Southwestern Public Service Association

Pres.—Knox Lee, Southwestern Gas & Electric Co., Marshall, Texas.  
Chairman Gas Section—Frank L. Chase, Lone Star Gas Co., Dallas, Texas.  
Sec.—E. N. Willis, 403 Slaughter Bldg., Dallas, Texas.

### The Public Utilities Association of Virginia

Pres.—C. B. Short, Roanoke Railway and Electric Co., Roanoke, Va.  
Sec.—C. O. Robertson, P. O. Box 537, Roanoke, Va.  
Conv., 1930.

### Wisconsin Utilities Association

Pres.—G. W. Van Derzee, The Milwaukee Electric Railway & Light Co., Milwaukee, Wis.  
Exec. Sec.—J. N. Cadby, 105 Wells St., Milwaukee, Wis.  
Meetings of Sections.

Twelfth Annual Convention of the American Gas Association

Atlantic City, N. J.

October 13-17, 1930

# Employment Bureau

## SERVICES REQUIRED

Wanted—Young college graduates of mechanical or chemical engineering. Positions permanent. Good opportunity for advancement. 0150.

Wanted—Two high-grade first-class salesmen to sell appliances in divisions of public utility in South. Work in progressive cities. Salary and commission. 0153.

House Heating Salesmen—Eastern Utility has vacancy for two men between 25 and 40 years of age for sales work in Gas House Heating. A thorough knowledge of heating and a successful sales record are essential. Permanent position with good opportunity. Please give age, education, experience, and salary desired. Replies will be considered as confidential. 0154.

Old Established Manufacturer of small gas appliance accessories located in the Middle West has opening for man with creative or inventive ability for the design and development of new devices. State age, education, experience and salary desired in first letter. 0155.

Large Eastern Utility (New York State)—desires a few recent technical graduates to specialize in gas engineering. Applicants should give full particulars as to education, experience, references, etc. 0156.

Sales Engineers—Wanted by large public utility in the Middle-West. Experienced in commercial and residential heating. Must be a high school graduate. College graduate from an engineering course preferred. Permanent position. Please state age, experience, education and salary expected. 0158.

Engineer Wanted—A large utility in the South has an opening for a good man, in the Industrial Department. He should have some technical education and some experience, not necessarily in gas. Give all details. 0159.

Wanted—Assistant to executive, thoroughly experienced engineer-salesman, capable as organizer and competent to analyze and develop house heating, industrial applications and appliance sales. Prefer single man although not essential. Must be firm believer in stability of gas industry, energetic and of unquestioned integrity. Must be able to submit record of achievement. 0160.

Experienced Cost analyst capable of independent work in development of costs and rates for a Middle West gas and electric utility. Applicant should give resume of education and experience, salary desired and include a recent photograph. 0161.

Wanted: Natural gas sales engineer who has real ability in the art of selling gas for both domestic and industrial loads. Must have the qualifications of a combustion engineer and thoroughly experienced in appliances. One with ability to serve as manager preferred. State experience, salary, and full details, and if possible enclose a photograph. 0162.

Experienced industrial gas salesmen for large operating gas company. 0163.

Salesmen to sell gas to industries. Experienced men preferred. 0164.

## SERVICES OFFERED

Gas Engineer, College education, with 12 years experience, first four years with Coal Gas & Electric Co., last eight years as manager of small Water Gas Co., desires position as manager or assistant manager of a gas or combination company. 285.

Young Lady with twelve years' experience in coke oven and gas business, desires secretarial position, New York City preferred. 291.

Available, a man who has been employed through a continuous period of years in nearly all branches of the gas business. General office to superintendent of manufacture and distribution, including both coal and water gas. Would like to make a similar connection or one of general supervision. 293.

As assistant to engineer of distribution by young man with four and one-half year's experience in Distribution Department of large corporation. 22 years old. Single. Willing to travel. Good references. 296.

Certified Public Accountant (N. Y.) five years' gas and electric rate case and accounting experience, university graduate, age 30, immediately available. 298.

A Technically Educated Gas Engineer, now employed, with 15 years experience in Coal and Water Gas Operation, Distribution and Industrial Sales, desires new connection. 299.

Engineer, technically educated, with wide experience in steam engineering, operation and five years Superintendent of Customer's Service Department of a large gas company. Desires connection preferably where both experiences can be used to advantage. 302.

Available, New Business and Commercial Manager. Age 30, married. Has successful record merchandising gas appliances, house heating, etc., with Public Utility. Desires position in Commercial Field. Technical education and familiar with Engineering problems and Office routine. Good executive. 303.

Meter Foreman desires position with gas company. Experienced in all makes of meters. Best of references to character and ability. 305.

Gas Engineer, college education, six years' experience in gas distribution, both H.P., M.P. and low pressure, and water-gas manufacturing from 3,000 M per day plant to 15,000 M per day plant, and general gas company construction, desires engineering position as manager, assistant manager, or superintendent. 306.

Executive, able to qualify as manager would like to make change. 307.

Available, New Business and Commercial Manager or Supervisor. Age 35, married. Has successful record merchandising gas appliances, house heating, etc., with Public Utility. Desires position in Commercial Field. Technical education and familiar with Engineering problems and Office routine. Good executive. 308.

Commercial manager for 10 years of large Southern company with 8000 meters desires new connection. Is 53 years old. Experienced in industrial work and hotel and restaurant business, as well as advertising and general duties of commercial manager. Speaks Spanish. Good references. 309.

Utility Executive Available—Public Utility Executive available as President or Vice-President of holding company or operating company, or as Utility Adviser to Bank, Investment Trust, Brokerage or Investment House. Have had twenty years' experience in all branches of Utility business, including organization, financing, construction, operation, public relations and sales. Gas, natural and manufactured, electricity, ice, heat, water, merchandise and securities. 310.

Public Utility Executive, capable management, medium-sized property, has had long experience all branches both gas and electric utilities, versed in sales management, public relations, accounting, rate revision and Commission presentation. Desire connection with Public Utility where residence in or near New York City is possible. 312.

Manufacturer's Executive, having extensive manufacturing experience, in gas and coal range lines, also successful record in sales representation and management, desires to associate with progressive manufacturer. Compensation to be based on actual accomplishments. 313.

Public Relations Executive, available. Experienced as newspaper executive, special writer, organizer and public contact man. Excellent references. 314.

Publicity, Advertising, House Organ Editor—Young lady, available immediately for editorial research and contact work. Eleven years on headquarters staff advertising association, as head department handling news bulletins, publicity, special research, information, governmental bureau activities, court decisions, legislation, postal matters, etc., trade paper, department store and house organ experience. Willing to leave New York. 315.

Experienced industrial gas salesmen for large operating gas company. 316.

Salesmen to sell gas to industries. Experienced men preferred. 317.





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